

UMassFive News

For Immediate Release

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UMassFive To Be Featured on How2Media's "World's Greatest!" Television Series

Hadley, MA— UMassFive College Federal Credit Union (UMassFive) is proud to announce they will be featured in episode 326 of "World's Greatest!", the popular television series ran by How2Media. "World's Greatest!" is a thirty-minute show dedicated to highlighting the world's greatest companies, products, places, and people. Each show is a fast-paced tour around the world featuring behind the scenes footage, informative interviews, and exciting visuals. The episode featuring UMassFive will premiere on Bloomberg TV at 3:30pm EST on September 3, 2022, and re-run on September 10 at the same time. Viewers are asked to check their local listings for Bloomberg TV channel information.

In recent years, credit unions have become more and more popular as people transition away from for-profit banks and toward more customer and member-oriented institutions. With a history dating back to 1967, a focus on sustainability, and a commitment to keeping their local economy strong, UMassFive has continued to grow and innovate, serving its members with the same passion that they've had since their earliest days. "We think their story will be meaningful as well as educational to our viewers," said Kyle Freeman, Executive Producer of "World's Greatest!". "We are immensely thankful to How2Media for providing us this opportunity to amplify the mission of the Credit Union," said Craig Boivin, VP of Marketing at UMassFive.

As part of the show, How2Media sent a film crew to spend time at UMassFive's headquarters in Hadley to find out what the story behind the story is with the great and growing company, and to show the "World's Greatest!" viewers why UMassFive College Federal Credit Union was selected as the best in their category, and therefore featured on the show.

How2Media is a 21st Century television production company. Their award-winning programming can be seen on national cable channels and local network affiliates across the country. For more information on How2Media and their show lineup, please visit how2mediaproductions.com.

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive's earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 44,000 members, six branches, and assets of over \$620 million. For more information about UMassFive College Federal Credit Union, please visit www.umassfive.coop.