

Contact: media.inquiry@bcu.org | 340 N. Milwaukee Ave. Vernon Hills, IL 60061 | bcu.org

BCU'S NEW HYBRID-ACCESS BRANCH PROVIDES BETTER BANKING TO THE TWIN CITIES

GOLDEN VALLEY – February 10, 2023 – As the financial well-being benefit provider for some of America's best workplaces, BCU serves its Company Partner members in part through onsite Branches across the US and Puerto Rico. Though many members enjoy the convenience of the Credit Union's services using convenient, self-serve digital channels or by visiting a Branch at their workplace, BCU is always looking to improve accessibility and meet members where they are. This includes members who don't live near their workplace or who work remotely, those who no longer work at a Company Partner but still bank with BCU, and family of Company Partner members who can't access Branches that are located inside Company Partner facilities. After reviewing member feedback, analyzing usage trends, and studying market opportunities, it became clear that one particular suburb of Minneapolis, Minnesota - Golden Valley - was the perfect candidate to test a new hybrid Branch.

Opening its doors (and drive-thru) on February 6, 2023, BCU's newest Branch in Golden Valley, Minnesota is available for local employers in BCU's field of membership – Target, UnitedHealth Group, Boston Scientific – and serves members of UnitedHealth Group Credit Union, Target Credit Union, BCU, and anyone wishing to improve their financial health with BCU's proprietary well-being program, Life. Money. You.®. "It's been so rewarding to see this project come to life," said Dan Cook, BCU Vice-President of US Retail Branches. "From selecting the location, to working with local business partners, we're looking forward to the opportunities this new level of access brings our members."



Pictured: BCU's newest Branch located in Golden Valley, MN

Cook also added, "One of my favorite features of the Golden Valley Branch is the Minnesota vibe our local partner, Malley Design helped to create with a unique, locally-inspired wall mural.

Once the Minnesota winter has melted into Spring, the Branch will host a grand opening event for members, partners, and guests to enjoy food and festivities and get to know the new facility and its staff. In the meantime, members and eligible non-members are encouraged to stop in for financial guidance, special product offers, and services.

About BCU: BCU is a purpose-driven organization that empowers people to discover financial freedom. With over \$5B in assets, while being both not-for-profit and member-owned, the Credit Union is driven by the commitment to provide extraordinary service. BCU members enjoy access to financial services and well-being programming that inspire confidence through the brand promise "Here Today For Your Tomorrow." BCU is the financial well-being benefit partner for some of America's best companies, currently serving Fortune 100 workplaces throughout the United States and Puerto Rico. Lifetime membership is offered to employees and families of their company partners, and those living or working in Chicago-area communities.

To learn more, visit [BCU.org](http://bcu.org)