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### **PRESS RELEASE**

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**Callahan & Associates Announces Digital Legacy Sponsorship Of “Unsung Heroes” Exhibit At America’s Credit Union Museum**

Washington, DC - Callahan & Associates is honored to serve as the Digital Legacy Sponsor for the upcoming “Woven in History: A Tapestry of Unsung Heroes” exhibit at America’s Credit Union Museum, opening September 24, 2025. This powerful new exhibit celebrates the behind-the-scenes champions whose quiet leadership and steadfast commitment have shaped the credit union movement in meaningful, yet often unrecognized, ways.

The “Unsung Heroes” exhibit will spotlight stories of innovation, resilience, and service from credit union leaders who have made a lasting impact on their communities.

As Digital Legacy Sponsor, Callahan & Associates is proud to support the preservation and digital storytelling of these remarkable individuals. This sponsorship ensures that their contributions will be documented and shared with future generations through interactive and accessible formats.

“At Callahan, we believe that leadership takes many forms—and often, the most enduring impact comes from those who work quietly and consistently to uplift their communities,” said Jay Johnson, Chief Collaboration Officer from Callahan & Associates. “We are proud to help bring these stories to light and honor the legacy of those who have helped amplify credit union impact.”

The exhibit will be housed at the American Credit Union Museum in Manchester, New Hampshire. Nominations for Unsung Heroes are currently open, and the museum welcomes submissions from across the credit union community. Learn more at ​[https://www.acumuseum.org/unsungheroes](https://www.acumuseum.org/unsungheroes)​.

**About Callahan & Associates**
For more than 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at ​[www.callahan.com](http://www.callahan.com/)​.