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FOR IMMEDIATE RELEASE**CU STUDENT CHOICE MARKS 18 YEARS OF SERVICE WITH WORDS OF WISDOM AND SCHOLARSHIP DOLLARS**

Washington, D.C. (May 5, 2026) – [CU Student Choice](#), the leading provider of education financing solutions for credit unions, marked its 18th anniversary on May 5 at a pivotal moment for the industry, with significant changes and new opportunities on the horizon in the student loan space.

“This year marks a unique milestone as our company turns the same age as many of the students our credit union partners help pay for college,” said Scott Patterson, President and CEO of CU Student Choice. “At the same time, sweeping changes to the federal student loan program will impact how students – especially graduate and professional borrowers – pay for their education. It’s a year of growth and opportunity, as credit unions have a chance to step forward with innovative solutions that support the education goals of existing and future members.”

The company’s anniversary coincides with historic federal student loan changes taking effect July 1, 2026, under the One Big Beautiful Bill (OBBB). The changes include elimination of the Grad PLUS program and new borrowing caps on Parent PLUS loans.

In response, Student Choice has introduced expanded private education loan solutions tailored to meet evolving borrower needs, including specialized professional programs for medical, dental, and law students, as well as a parent line of credit.

Sharing Words of Wisdom and Scholarship Support

As part of its 18-year celebration, Student Choice has launched a “Words of Wisdom” initiative, inviting its employees and client credit union personnel to share advice for today’s college-bound students, with selected submissions being featured on Student Choice social media channels in the coming months.

In addition, by submitting a Words of Wisdom entry, credit union personnel will automatically enter their credit union for the chance to receive one of three \$2,500 contributions that Student Choice will be making to existing credit union scholarship programs.

(cont.)



“By sharing advice and supporting scholarships for college students, Student Choice is reinforcing our commitment to our credit union partners and the ‘people helping people’ philosophy,” Patterson said.

Student Choice enables credit unions of all sizes to make private education loans that are held on their own balance sheet. Since launching in 2008, the CUSO has helped 300+ partner credit unions originate nearly \$5 billion in private education loans, assisting 138,000 families in the process.

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About CU Student Choice

CU Student Choice is a credit union service organization (CUSO) that positions credit unions as leaders in education finance by offering a comprehensive solution that helps them deliver fair-value private education loans and corresponding financial education to students and families. To learn more, visit studentchoicelending.com.