

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

CUE THE CONFETTI - BCU CELEBRATES ITS NEWEST BRANCH WITH GRAND OPENING EVENT

GOLDEN VALLEY – May 16, 2023 – BCU's Golden Valley Branch, centrally located within the Twin Cities, opened earlier this year and now that the Minnesota weather is warming, there is a lot to celebrate! With an event so big it spanned two days, the Branch hosted a Grand Opening celebration with food, games, giveaways, and more on Friday, May 5 and Saturday, May 6. Members and non-members in the community were invited to check out the new space – including a custom Minnesota-themed mural perfect for sharing selfies on social media with the hashtag #LoveBCU. The Golden Valley Branch is here to serve existing Credit Union members; employees of our Company Partners, including some of Minnesota's largest employers; and eligible family members who can take advantage of the new location and enjoy limited time offers. While the Golden Valley Branch is currently only available to serve members and eligible non-members, those interested in a better banking experience and improved financial health can join BCU by subscribing (for free!) to the Credit Union's financial well-being provider, Life. Money. You®.

"I'm proud to serve on the BCU board and was honored to help welcome BCU to Golden Valley," said Brett Craig, Executive Vice-President and Chief Information Officer, Target. "BCU has played a critical role in helping Target support our team members' financial well-being via Target Credit Union, a division of BCU, and this new branch will continue to enhance its impact."

Target, United Health Group, and Boston Scientific are among BCU's Company Partners that have a significant presence in Minnesota, but others include GEICO, HCA Healthcare, Cardinal Health, and more.

"Although we've been open since February, it was great to officially kick off the celebration, see some familiar faces, and help many new folks begin their financial freedom journey with the Credit Union," said Erik Christenson, Golden Valley Branch Manager, BCU. The event resulted in new memberships, booked Goal Consultant appointments, and over 200 banking transactions.



Pictured (L-R): Dan Cook, BCU VP US Retail Branches; Dave Blum, BCU EVP Corporate Services & US Service Centers; Brett Craig, Target EVP & CIO; Erik Christenson, BCU Mgr, Retail Branch Operations

Families enjoyed food and games, and children participated in a coloring contest featuring custom BCU- and Minnesota-themed coloring book pages.

The Branch is located at 650 Douglas Drive and offers full access and a drive-thru, Monday – Friday from 9:00 am – 5:00 pm and Saturday from 9:00 am – 12:00 pm, and 24/7 access to cash and check deposits through a full-service ATM. Members can also access their accounts anytime, anywhere with BCU's Digital Banking.

About BCU: BCU is a not-for-profit, member-owned Credit Union that is fiercely dedicated to Empowering People to Discover Financial Freedom. At just under \$6B in assets, BCU is driven by its commitment to providing a fast, easy, secure banking experience and extraordinary service for close to 350,000 members. The BCU field of membership includes employees and families of large employers that are focused on the financial well-being of their workforce; those who live or work in northern Illinois, southern Wisconsin, and the island of Puerto Rico; and subscribers of BCU's wholly-owned Credit Union Service Organization (CUSO), Life. Money. You.® and its free MoneyTracks™ mobile app (coming soon!). All BCU members enjoy lifetime access to financial services and well-being programming that inspire confidence through the brand promise "Here Today For Your Tomorrow."

To learn more about how we can help you realize your financial dreams, visit [BCU.org](http://bcu.org).

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