

UMassFive News

For Immediate Release

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UMassFive Introduces New Rewards Program for Checking Accounts

Hadley, MA – UMassFive College Federal Credit Union (UMassFive)—the best Credit Union in the Valley for 17 consecutive years*—is pleased to announce the latest enhancement to their checking accounts with the launch of cash back via uChoose® rewards.

uChoose rewards adds yet another benefit to the feature-packed Co-op Advantage Checking account that already includes better security with debit card controls at your fingertips within the Credit Union’s online banking and mobile banking app, and the ability to earn a higher rewards dividend rate plus monthly ATM fee reimbursements each month when simple monthly qualifications are met (signing up for eDelivery of statements, having a direct deposit or ACH auto debit, and using your debit card for at least 12 purchases).

With the new uChoose cash back rewards, points accumulate independently of qualification status, and there’s no maximum points cap imposed each month. “When considering a new program for our debit cardholders, we really wanted something that would be rewarding to everyone, so there’s no categories or hoops to jump through once you’ve enrolled your UMassFive debit card into the uChoose rewards program,” said Craig Boivin, VP of Marketing at UMassFive. “Our former debit card rewards program was very focused on shopping at local businesses, and ultimately cash rewards was the best way to stay true to that value. We’re confident our members will continue to take their cash back earned and use it locally.”

When members enroll their UMassFive debit card in uChoose rewards, they earn 0.5 points for every dollar spent on all purchases, with no per purchase limit. Points accumulate monthly and can be redeemed for cash back at any time, with no minimum points threshold needed to redeem. To learn more about UMassFive’s Co-op Advantage Checking account, please visit: <https://umassfive.coop/advantage>.

*UMassFive has been voted "Best Credit Union" in the [Valley Advocate Reader Poll](#) for seventeen consecutive years, including most recently in the 2023 edition.

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 47,000 members, six branches, and over \$665 million in assets. For more information about UMassFive, please visit www.umassfive.coop.