

Press Release

FOR IMMEDIATE RELEASE

For more information contact
Mike Akers, President / CEO
850.872.3627
makers@HelloCU.com

Bay/Flag Credit Union announces name change

Panama City, Florida - Bay Credit Union and FLAG Credit Union (a division of Bay Credit Union) will become Hello Credit Union on September 28, 2023.



The credit union's Board of Directors and Executive Management team announced the change to their 12,800 members earlier this month.

"Over the past couple of years we've experienced a lot of enhancements and improvements. All the while, member service has been at the forefront of our decision-making," said Mike Akers, CEO of Hello Credit Union. "We listened to our members, and with their input, and that of our Board of Directors, we decided to rename under one unified brand to better position us to serve the entire membership more effectively now and into the future."

With a goal to "honor the past with an eye to the future," the new "Hello" brand was developed in conjunction with nationally recognized credit union marketing firm, [The Pod](#), based in Tallahassee, Florida.

The new name has a connection to both the Panama City and Tallahassee, Florida markets. Bay Credit Union started in a beach community, so waves are a natural part of their identity. Meanwhile, FLAG has represented the ever-changing waves of agriculture, business, and consumers in Florida, not

to mention the obvious tie-in to a flag that “waves” in the air based on wind currents. Therefore, to create a new name, the credit union used the concept of waves as a springboard for the new brand.

Akers went on to say, “Waving is baked into our lives. Whether it’s boaters waving across the water or farmers greeting neighbors from across the field, waving is the universal way to say Hello. Greeting neighbors and visitors with a friendly wave is a big part of hospitality, too – both the Southern and tourism kinds. As we grow our presence across the state of Florida, we welcome new members to experience ‘the sunnyside of banking’ at Hello Credit Union.”

When the new name launches on September 28th, members will enjoy a new, improved website and online banking interface, newly branded debit/credit cards, and updated branch signage. Additional enhancements are planned to roll out over the next year and beyond.

To see the new brand in action visit BloomingANewBrand.com/Hello.

Watch a video from the [CEO HERE](https://vimeo.com/863591002?share=copy) <https://vimeo.com/863591002?share=copy>

Watch the new brand video [HERE](https://vimeo.com/859051603?share=copy) <https://vimeo.com/859051603?share=copy>

##

About Hello Credit Union

Hello Credit Union was established in 1952 as Bay Credit Union, based in Panama City. In 2022, the credit union welcomed FLAG Credit Union as a merger partner. Since then, Hello Credit Union has grown to 12,800 members and \$170mm in assets, serving members across the Florida Panhandle and beyond. Hello Credit Union’s mission is to serve as “the sunnyside of banking.”