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GTE FINANCIAL SIGNS MULTI-YEAR PARTNERSHIP WITH TAMPA BAY LIGHTNING AS OFFICIAL CREDIT UNION

TAMPA, FL, October 2023: GTE Financial is proud to announce they have been named the Official Credit Union of the Tampa Bay Lightning. The credit union has signed a multi-year sponsorship agreement, partnering with the 2020-21 and 2021-22 season back-to-back Stanley Cup champions.

“Being the Official Credit Union of the Tampa Bay Lightning fills me with great pride for our institution,” said Brian Best, President and Chief Executive Officer of GTE Financial. “The decision to partner with the Lightning was an easy one as both of our organizations possess similar values, putting philanthropy, diversity, and community engagement at the forefront of everything we do. Together, we will make a huge impact on the communities we serve.”

“We are extremely pleased to be adding GTE Financial to our family of world-class partners who enhance the Lightning fan experience and better our Tampa Bay area community,” said Mark Pitts, Chief Operating Officer for Vinik Sports Group. “Our organizational values align seamlessly, and together, we look forward to making an extraordinary impact in the Tampa Bay community. I would like to thank Brian Best and his entire team for aligning their valued brand with ours.”

The partnership between GTE Financial and the Lightning will bring financial literacy programming to fans of all ages through a fun and engaging curriculum aimed at growing confidence and making informed decisions around personal finances to build financial security. Together, the two organizations will also help celebrate the rich diversity of the Tampa Bay community through annual programming.

As one of the nation’s largest locally owned and operated financial institutions, with 24 community financial centers across Tampa Bay, GTE Financial is dedicated to assisting the community and its members through education and innovation. A not-for-profit credit union, GTE has served the Tampa Bay community since 1935 and prioritizes people over profits by giving back through philanthropy, financial education, and more.

With over 230,000 members, GTE goes beyond money by offering elite products and services. Decisions are made with the members’ needs in mind, rather than dictated by profits or anonymous shareholders. To learn more about GTE Financial, please visit gtefinancial.org.

About the Tampa Bay Lightning

The Tampa Bay Lightning are one of 31 teams that compete in the National Hockey League (NHL), playing its home games at Amalie Arena in Tampa, FL. The team is currently a member of the Atlantic Division of the NHL’s Eastern Conference. The Lightning were purchased in March 2010 by an entity controlled by Jeff Vinik and coached by Jon Cooper. For more information, go to nhl.com/lightning/.

About GTE Financial

GTE Financial is a not-for-profit financial cooperative located throughout West Central Florida with \$2.9 billion in assets and 24 Community Financial Centers. Chartered in 1935, GTE Financial is locally owned and operated in the Tampa Bay area, serving more than 230,000 individuals and businesses. For more information on GTE Financial, visit gtefinancial.org.

For more information, interviews, or media requests, please call (813) 644-7443 or email Savannah Cruz at pr@bkncreative.com.

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