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**FOR IMMEDIATE RELEASE**

## **CU Student Choice Feeds Credit Union Marketing Efforts**

WASHINGTON, D.C. (December 1, 2023) — After this past summer’s busy student lending season, CU Student Choice rewarded three of its credit union partners with food truck meals for their employees. The recipients were Together Credit Union (St. Louis, MO); COPFCU (Cincinnati, Ohio); and The Summit Federal Credit Union (Rochester, NY).

Earlier in the year, Student Choice asked partner credit unions to share examples of their student loan marketing efforts. Of the nearly 100 credit unions that submitted materials, three credit unions were randomly chosen to receive an on-site meal from a local food truck of their choosing, funded by Student Choice.

“Our credit union partners work hard every day to deliver personalized service and responsible student lending solutions to help members pay for college,” said Mike Weber, Chief Marketing Officer for Student Choice. “While we provide resources and hands-on marketing support, our partner credit unions deserve kudos for their tremendous efforts in deploying effective marketing tactics. The food truck promotion was a unique way to encourage and highlight their efforts, thank and treat credit union staff, and support local small businesses in the process.”

Together Credit Union submitted marketing examples from a multimedia campaign that included flyers, social media posts, lobby screen signage, and more.

“We greatly appreciate Student Choice’s resources and materials that make it easier to share our student lending solutions — and we are very appreciative to be selected as food truck winners!” said



Megan Purgahn, Marketing Specialist for Together Credit Union.

The Summit FCU and COPFCU were selected after sharing examples of their in-branch and digital marketing efforts.

Jasmine Rodgers, Marketing Creative Lead for The Summit FCU, told Student Choice representatives, "We were so excited to be selected as a winner! What a great way to celebrate our partnership."

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 nearly 300 partner credit unions originate \$4 billion in private education loans to more than 120,000 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 [www.studentchoice.org](http://www.studentchoice.org).*

**Photos:**

*Summit group: Student Choice representatives Tracie McGetrick and Suzanne Wilkins were on hand for The Summit FCU's event. (Photo L to R: Tracie McGetrick, Vice President of Business Development, Student Choice; Laurie Baker, CEO, The Summit FCU; Mark Gregory, VP of Lending, The Summit FCU; Suzanne Wilkins, Director of Strategic Partnerships, Student Choice)*

*Together CU: Together Credit Union employees gathered at their food truck event.*

*COPFCU truck: COPFCU employees enjoying their food truck event. (Photo L to R: Lindsay Runk, Chief Operations Officer, COPFCU, Erica Moore, Member Service Representative, COPFCU)*