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**New England Federal Credit Union and Vermont State Employees Credit Union Announce EastRise Credit Union as New Name and Brand**

*Grounded by strong local roots, the new unified brand represents a bright new day for the future and the credit union’s members*

*Williston, VT – June 26, 2024 –*

When New England Federal Credit Union (NEFCU) and Vermont State Employees Credit Union (VSECU) merged in 2023, the two legacy organizations came together with the singular vision of expanding financial services access for members and enabling them to create impact—both in their own lives and in the lives of others. Now, after a year of planning and preparation, the credit union is excited to announce a new name and a unified brand in support of that mission. EastRise Credit Union represents a bright new day for the credit union’s members.

“We’re excited to bring our new name and brand identity to the market and our members,” said John Dwyer, CEO of New England Federal Credit Union. “For more than 75 years, our legacy organizations have each worked to create an empowering banking experience that is a source of steady financial strength and impact for our members and communities. In our promise to stay true to that commitment and continually strive to do better, EastRise is the perfect name as we look to a brighter future ahead and build on momentum to provide a sense of belonging to everyone.”

Full of optimism and grounded by strong local roots, the name EastRise is inspired by the powerful promise of a new day. The visual identity for the new brand is a dynamic representation of Vermont’s state bird, the Hermit Thrush, perched in front of a rising sun. The credit union’s new tagline, “All the Difference,” is inspired by Vermont’s very own Robert Frost and demonstrates their commitment to the impact they strive to make in the lives of others through the tools, resources, programs, products, and services they offer. Altogether, the EastRise brand represents the vision of a better world in which banking can be a source of financial strength with the power to create lasting, positive change in people’s lives.

“The new EastRise brand shows our ongoing commitment to our members and local communities,” says Yvonne Garand, Chief Brand and Marketing Officer for the unified NEFCU and VSECU credit union soon to become EastRise Credit Union. “As a purpose-driven organization with roots that are deep and wide, we remain 100% invested in our members. We’re confident that the new EastRise brand will make us a stronger organization and put us in an even better position to provide financial tools to protect and grow the well-being of all we serve.”

EastRise Credit Union is still the same Vermont-based institution, staffed with local people that members have come to know and trust, now with an even bigger, more unified brand. People will begin seeing the new EastRise brand in their communities in mid-September.

*NEFCU and VSECU merged in 2023 to form the largest credit union in Vermont. The member-owned financial institution has more than 450 employees serving 160,000 members, primarily in Vermont and also beyond. For more information about the credit union and the new name and brand, visit* [*nefcu.com/ourbrand*](https://www.nefcu.com/ourbrand.html)*.*

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