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| A black background with white text  Description automatically generated with low confidence | For Immediate Release: July 22, 2024  Contact: Nancy Loftis, VP of Marketing & PR  [nloftis@adviacu.org](mailto:nloftis@adviacu.org)  844-238-4228, ext. 1442 |

**Advia Credit Union Earns Forbes' 2024 Best-in-State Recognition**



Advia Credit Union has been named one of the Best-in-State Credit Unions by Forbes for 2024. This prestigious award is presented by Forbes, a global business company, in collaboration with Statista Inc., a leading statistics portal and industry ranking research firm.

“We are thrilled to receive this recognition from Forbes,” said Jeff Fielder, Advia’s President & CEO. “At Advia, our focus is always on our members, and this award is a testament to our dedication to their needs and our ongoing efforts to grow, improve, and provide real advantages. I am incredibly proud of our team across Michigan, Illinois, and Wisconsin for their relentless hard work and commitment to providing top-notch service. Their dedication truly sets Advia apart.”

Forbes and Statista identified America’s Best-In-State Credit Unions for 2024 based on an independent survey of U.S. consumers. Participants rated credit unions they have or previously had checking accounts with. The final rankings were determined by evaluating the financial institutions' commitment to trust, overall customer service, financial advice, in-branch and digital services, and customer terms and conditions.

**About Advia Credit Union**

Advia Credit Union's mission is to provide financial advantages to its members. With $3 Billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia's team of over 500 professionals delivers excellent service and innovative financial products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships and keeping people at the core. Learn more by visiting [www.adviacu.org](http://www.adviacu.org/).

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