

UMassFive News

For Immediate Release

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UMassFive Celebrates International Credit Union Day and 50,000-Member Milestone

Hadley, MA – UMassFive College Federal Credit Union (UMassFive) is excited to join credit unions worldwide in celebrating International Credit Union Day®, an annual event that commemorates the achievements and global impact of the credit union movement.

This year, UMassFive has an extra special reason to celebrate—having recently surpassed the significant milestone of 50,000 members banking at the not-for-profit financial cooperative. As part of the celebration, UMassFive invites its members to visit a local branch during the week of October 15 to pick up a “Credit Unions Rock” bumper sticker and enjoy light refreshments.

“We couldn’t be prouder to reach this 50,000-member milestone,” said Craig Boivin, UMassFive’s VP of Marketing. “Our success is rooted in the commitment we make to each member, providing them with personalized financial solutions that enhance their financial wellness. This achievement is a reflection of the trust our members place in us and our cooperative, people-first approach to finance.”

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event allows us to remember credit unions’ proud history, and promotes awareness of and support for the credit union and financial cooperative difference.

International Credit Union Day® will officially be celebrated this week on Thursday, October 17, and marks its 76th anniversary under the theme “One World through Cooperative Finance.” Globally, credit unions serve over 403 million members in 98 countries, acting as a force for positive economic and social change. Credit unions offer a viable, member-focused alternative to for-profit financial institutions, providing essential financial services to our local community, and to millions of people worldwide.

Follow the global celebration using #ICUDay2024 and learn more about UMassFive’s commitment to its members and the credit union difference by visiting umassfive.coop.

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive’s earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 50,200 members, six branches, and assets of over \$700 million. For more information about UMassFive, please visit www.umassfive.coop.