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**FOR IMMEDIATE RELEASE**

## **Northern Communities Credit Union Adds CU Student Choice's Private Student Lending Solution**

Washington, D.C. (April 11, 2025) — [CU Student Choice](#), the leading provider of higher education financing solutions to America's credit unions, announced its student lending solution will now be available to the members of [Northern Communities Credit Union](#) (NCCYou) \$108M assets; 6,772 members; Duluth, MN). The credit union will offer Student Choice's flagship education line of credit for undergraduate students.

"We proudly refer to our credit union as 'NCCYou' because everything focuses on YOU – the member," said Trina Hoff, NCCYou President and CEO. "We understand the stress families face due to the high costs of college education, which is why we now offer a unique education line of credit to help them borrow responsibly for college. From student loans to mortgages to retirement planning, NCCYou is truly here for our members at every stage of life."

"While government policy regarding federal student loans remains a bit uncertain, credit unions like Northern Communities Credit Union are stepping up to provide private student lending solutions from a trusted, local source," said Scott Patterson, President and CEO of Student Choice. "NCCYou has been serving Minnesotans since 1928, and our data shows a private student loan can lead to a valuable, lifelong member relationship."

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 more than 300 partner credit unions originate nearly \$5 billion in private education loans, assisting 130,000 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 [studentchoicelending.com](http://studentchoicelending.com).*

### **About Northern Communities Credit Union**

*Since 1928, Northern Communities Credit Union (NCCYou) has been a cornerstone for members and communities in Northern Minnesota. Originally known as the Duluth City and County Employees Credit Union, serving the dedicated employees of the City of Duluth and St. Louis County. Today, membership is open to anyone who lives, works, worships, or attends school in St. Louis County and to relatives of existing members. NCCYou—Financial services with you in mind. [www.nccyou.com](http://www.nccyou.com).*