|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | |  | Contact:  Nancy Loftis, VP of Marketing & PR  6400 West Main| Kalamazoo, MI 49009  844-238-4228 x1142 | www.adviacu.org  **For Immediate Release – May 1, 2025** | | |
|  | |  | | |  |

**Financial Advantages Growing in Southeast Wisconsin - Advia Credit Union Adds New Locations in West Allis and Pewaukee**

Kalamazoo, MI - Advia Credit Union continues to grow and live its mission of providing financial advantages with the recent merger with AppleTree Credit Union (West Allis and Pewaukee, WI) on May 1, 2025. As a result of this combination, Advia now has thirty-four (34) branch locations, with fifteen (15) in southeast Wisconsin and central and northern Illinois, as well as nineteen (19) locations in Michigan. In addition to new branch locations, Advia participates in shared branch networks nationally and provides over 35,000 fee-free ATM locations through their CO-OP and Alliance One Network.

“At Advia, our mission is to provide financial advantages to those we serve. We are so excited to welcome AppleTree Credit Union members as members of Advia. AppleTree Credit Union also had an amazing team, and we are fortunate to welcome them as members of our Advia team. Additionally, our commitment to advancing lives locally is also incredibly important to us and we show this through strong local partnerships with nonprofit organizations, local sponsorships and team volunteerism,” said Jeff Fielder, Advia’s President and CEO.

Advia is thrilled to welcome nearly 6,000 new members as well as the dedicated team from the former AppleTree Credit Union and is committed to retaining its presence in West Allis and Pewaukee/Waukesha. In addition, through this merger, Advia’s field of membership now expands to include eleven (11) counties in southeast Wisconsin: Dane, Green, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Rock, Walworth, Washington, and Waukesha. Additionally, those living or working in seven eastern counties of Illinois (Boone, Cook (north of Irving Park Road), DuPage, Kane, Lake, McHenry, Winnebago) and the entire lower peninsula of Michigan are eligible for membership.

**About Advia Credit Union*-***Advia Credit Union’s mission is to provide financial advantages to its members. With $3.5 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to 200,000 members in Michigan, Wisconsin and Illinois. Advia’s team of nearly 600 professionals delivers excellent service and innovative products at 34 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.  Visit [www.adviacu.org](http://www.adviacu.org) to learn more about how we provide Real Advantages for Real People™.

6400 West Main; Kalamazoo, MI 49009 | www.adviacu.org