

# Credit Unions of Rhode Island

*Creating Cooperative Power*

## NEWS

For Immediate Release

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### **Credit Unions of Rhode Island Tout *Better Values.BetterBanking.* Before Thousands at State Basketball Championships**

**March 20, 2017** (Kingston, RI)—The Credit Unions of Rhode Island brought the consumer awareness campaign, *BetterValues.Better Banking.* to thousands of attendees at the Credit Union High School Basketball Championships this past weekend at the University of Rhode Island. The Credit Unions of Rhode Island also served as the event’s lead sponsor.

The initiative is a true cooperative partnership from beginning to end: Alloya Corporate Federal Credit Union plays a central role in organizing the event from fundraising to volunteer coordination and onsite logistics. The Credit Unions of Rhode Island through the Cooperative Credit Union Association actively support the effort by contributing time, money and enthusiasm. The support of the tournament highlights the importance that the Credit Unions of Rhode Island place on supporting the youth within the state. The *Better Values.BetterBanking.* message praised the valuable attributes of all credit unions and the communities they serve.

The Credit Unions of Rhode Island *BetterValues.BetterBanking.* also sponsored the high school Hot Shot Contest. Each team featured one credit union representative, one school administrator and one student who had 60 seconds to score as many points as they could from four selected spots. Teams from Barrington High School and Shea High School each took home \$750 scholarships for deserving student-athlete at their schools, while teams from LaSalle Academy and Bishop Hendricken High School each took home \$500 scholarships.

Representing the credit unions were: Cooperative Credit Union Association President Paul Gentile; Paul Archambault from Wave Federal Credit Union; Jason McHugh from Alloya Corporate Federal Credit Union; Fred Reinhardt from Greenwood Credit Union; and Jimmy Ford from People’s Credit Union.

Presenting trophies to the athletes during the post-game ceremonies were RI credit union leaders Dennis Crawley, Cranston Municipal Employees Credit Union; Gary Furtado, Navigant Credit Union; Ellen Ford, People's Credit Union; and David Suvall, Rhode Island Credit Union.

**About *Better Values.Better Banking.***

*Better Values.Better Banking.* is the Cooperative Credit Union Association's media campaign encouraging consumers to seek out and join a credit union to meet their banking needs. CCUA believes consumers will enjoy a better banking experience because of the business values and principles credit unions espouse and practice every day. The campaign's centerpiece is its website, [BetterValuesBetterBanking.com](http://BetterValuesBetterBanking.com), which offers information on credit unions, a historical overview on their establishment, a video highlighting 15 reasons to join, and frequently asked questions. Most important, the site helps consumers locate a local credit union simply by entering a zip code.

**About the Cooperative Credit Union Association**

The Cooperative Credit Union Association in Marlborough, Mass., promotes the interests of nearly 200 credit unions located throughout Delaware, Massachusetts, New Hampshire, and Rhode Island. CCUA is, first and foremost, an advocate for its members before Congress and state legislatures, regulatory bodies and the public. In addition, it provides an array of services, including educational programs, workshops and conferences; a daily e-briefing on all the latest news and issues facing credit unions; and, through its CU Connect program—a select group of service providers—and a number of system partners, works to advance the availability of their quality products and services to its members. For more information, visit [CCUA](http://CCUA).

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**Photo Caption: 2829**

CCUA Board Members from Rhode Island Ellen Ford, People's CU and David Suvall, Rhode Island CU, present the first championship ribbon to a member of the girls LaSalle team.

**Photo Caption: 2849**

Representatives from the Credit Unions of Rhode Island take center court and are recognized at the start of the Boys state championship game. Those present were from left to right: Paul Archambault, Wave FCU; Ken Poyton, PGE FCU; Ellen Ford, People's CU; David Suvall, RI CU; Paul Gentile, CUs of RI; Annette Janovic (green) and behind Charlotte Landy, Alloya Corporate FCU; Gary Furtado, Navigant CU; Dennis Crawley, Cranston Municipal Employees CU; Fred Reinhardt, Greenwood CU; and Jason McHugh, Alloya Corporate FCU.

**Photo Caption: 2797**

The Cooperative Credit Union President Paul Gentile tickles the twine during the championship's Hot Shot Contest. Four high schools took home scholarships from the contest, courtesy of the Credit Unions of Rhode Island *BetterValues.BetterBanking*.