

For Immediate Release

THREE LEAGUES ANNOUNCE COLLABORATION ON NEW “CU OFFERS” APP FOR MEMBERS

New program a partnership with Connecticut, Vermont, Cooperative leagues

MERIDEN (CT) – August 11, 2021 – The Credit Union League of Connecticut, working with the Association of Vermont Credit Unions and Cooperative Credit Union Association, has created a valuable new program for credit union members called CU Offers, an app which brings opportunity for discounts and savings to members at thousands of locations nationwide.

“This robust new member benefit is designed to enhance member loyalty at no additional cost to any credit union or its members,” Credit Union League of Connecticut President and CEO Bruce Adams said. “CU Offers can provide discounts in travel, local dining, technology, prescriptions, family entertainment and more.”

“Sure, there are other discount programs, but CU Offers is the only one combining both local businesses and national brands specifically for credit unions and their members. So, credit unions can support their local community and build good will in places where members live, work and play,” said the Association of Vermont Credit Unions President/CEO Joe Bergeron.

“The CU Offers program gives credit unions a cost-free way to improve the financial well-being of their members through saving money on their everyday purchases,” said Cooperative Credit Union Association President/CEO Ron McLean. “It’s in our DNA to work together for the greater good and we are pleased to have joined with our friends in Vermont and Connecticut to bring this exciting opportunity to credit unions and their members.”

“This is the newest and most innovative way to bring what we call “the credit union difference” directly to our members, something easy to use and right there at their fingertips,” Mr. Adams said. “I want to thank my colleagues in Vermont and at the Cooperative Credit Union Associations for being part of this—we see this as something that can work nationwide and find new and exciting ways to bring value to credit unions and their members.”

CU Offers is available now for all credit unions and members nationwide. Interested credit unions can learn more at www.cuoffers.com and sign up to receive free marketing resources.

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