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FOR IMMEDIATE RELEASE

Unitus Community Credit Union Puts People at the Center of Banking with New Campaign

Tigard, Ore., Sept. 1, 2026 – Unitus Community Credit Union today launched “Put the U in Banking,” a bold new brand awareness campaign designed to show how banking can feel more personal, more welcoming, and more connected to the people and communities it serves.

At a time when many people want a financial partner that understands their lives, the campaign invites prospective members to see themselves in the Unitus story. It celebrates the credit union’s long-standing focus on people helping people, trusted relationships, and financial well-being that feels within reach.

With a message that centers on “U,” the campaign highlights everyday moments when personalized guidance, convenient tools, and local support can help members move forward, whether they are opening a first account, buying a home, building savings, managing daily finances, or planning for what comes next.

“At Unitus, banking starts with people,” said Steven Stapp, President and CEO of Unitus Community Credit Union. “This campaign is an invitation to anyone looking for a financial institution that sees them, supports them, and helps them take the next step toward their goals.”

The campaign will appear through digital advertising, social media, branch screens, television, radio, the Unitus website, and community channels, creating new opportunities for people to discover the difference a member-owned credit union can make.

Inside branches and across the communities Unitus serves, the campaign also recognizes the employees who bring the brand promise to life through warm, member-first service every day.

Unitus members have access to convenient digital banking tools, free access to more than 30,000 ATMs nationwide, competitive rates, and local teams focused on helping members make the most of their money with clarity and confidence.

“Put the U in Banking” is now live. For more information, visit unitusccu.com.

About Unitus Community Credit Union

At Unitus, we’re dedicated to improving lives in the communities we serve. As a member-owned local credit union, we invest in people by doing the right thing. Through partnerships with nonprofit organizations, we provide support for community groups through volunteerism and financial donations. Our 108,000 members count on us to serve them and their communities; our 300+ employees share that passion for service. Learn about the local impact Unitus makes by visiting unitusccu.com.