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SOCIAL MEDIA HIGHLIGHTS THE CREDIT UNION DIFFERENCE

National #ILoveMyCreditUnion campaign reaches millions

COLUMBUS, OH, August 6, 2021— Recently, Ohio’s credit unions rallied behind the grassroots #ILoveMyCreditUnion social media campaign created by the Illinois Credit Union System (ICUS). The online credit union movement created a digital “wave” that reached more than 22 million people on social media and initiated 33,000 active interactions. Thousands of credit union industry employees, volunteers, family, and friends jumped on their favorite social media platform (Facebook, LinkedIn, Twitter, and Instagram) to post a message, picture, or video to show why they love their credit union.

Unity Catholic Federal Credit Union, L.E.O. Credit Union, Ohio University Credit Union, and COPFC, joined the League, registering as campaign ambassadors to help drive the message in the buckeye state. Collectively their efforts reached more than 15,000 people on social media and ignited a chain reaction among their peers.

Business Development Manager Kelly Reddy at Unity Catholic Federal Credit Union said, “This campaign shows that when credit unions work together, we can achieve great things. The collective effort of the #ILoveMyCreditUnion campaign reached people that may not have been aware that credit unions can are there for them.” Reddy went on to say, “At Unity Catholic Federal Credit Union we work every day in our community to be a valuable partner and promote the benefits of credit union membership.”

“I’m thrilled by the viral impact of the conversations about credit unions on July 30. Credit unions make a real difference to their members because they put people over profits. I want to thank everyone who joined us to make this effort such a resounding success,” said ICUL President/CEO Tom Kane. He continued, “I’m especially grateful to LSC for contributing \$25,000 to a raffle for participating credit union leagues. We were delighted the Hawaii Credit Union League was chosen and they selected the Kapiolani Children’s Miracle Network in Honolulu for the funds.”

The goal of this campaign was to inspire high energy conversation about why people love their credit unions. Driven by the credit union cooperative spirit, more than 700 organizations across 48 states and 9 countries participated. These included credit unions, leagues, associations, and industry partners. You can learn more about why members love their credit unions by visiting www.yourmoneyfurther.com.

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The Ohio Credit Union League, with offices in Columbus, is the state trade association representing the collective interests of 243 credit unions. Credit unions are not-for-profit financial institutions owned and democratically controlled by their members. Ohio credit unions provide savings, loans, and other consumer-friendly financial services to more than three million members.