



November 14, 2019

*For more information:*

Andy Dickhut, VP Marketing

502.815.7297

[andy.dickhut@parkcommunity.com](mailto:andy.dickhut@parkcommunity.com)

**FOR IMMEDIATE RELEASE:**

**Park Community Credit Union Announces New Partnership with Louisville City FC**

Louisville, KY - Park Community Credit Union will be the official credit union of the Louisville City Football Club. The announcement is part of a multi-year partnership with the growing professional club.

“We are pleased to partner with Park Community Credit Union for our first season in our brand new stadium,” Louisville City President Brad Estes said. “We are big fans of aligning with partners who are working to make our community successful. We say, ‘LouCity is Our City,’ and Park Community Credit Union fits right into that philosophy with their community-minded focus.”

The sponsorship will begin at the start of the 2020 season with the opening of Louisville City’s new Lynn Family Stadium in the Butchertown neighborhood. The soccer specific stadium will have seating for 11,700 with a capacity nearing 14,000.

Park Community’s exclusive partnership will include a Lou City co-branded debit card, two ATM/ITMs within the stadium, as well as a Park Community Credit Union branded area at each match to engage with fans. There will also be community outreach to children across the Metro Louisville area, through the donation of co-branded soccer balls to local sports camps and clinics.

Jim Spradlin, CEO of Park Community, added, “Our mission is to make our local communities more successful. Louisville City shares the same passion so it’s a great fit. We’ve always been big Lou City fans so we’re thrilled to make our partnership official.”

Over the last few years, Park Community Credit Union has focused on partnering with established local institutions that share a similar passion for reinvesting in the Louisville community. This week’s announcement with Louisville City is a significant addition to that effort as it continues to expand its presence in Louisville.

####

Park Community was established in 1965 to serve the employees of General Electric’s Appliance Park in Louisville, Kentucky. While the members we are able to serve have changed over the years, our mission to provide exceptional service and a full range of financial products has not. Our philosophy continues to focus

on the credit union motto of “people helping people” as we STRIVE (Serve you, Thank you, Respect you, Inform you, Value your time, Exceed your expectations) to be a full-service financial institution where it’s always your life, your money, and your way. Please visit [www.parkcommunity.com](http://www.parkcommunity.com), or follow us on Facebook at [www.facebook.com/parkcommunitycu](http://www.facebook.com/parkcommunitycu) and Twitter at [www.twitter.com/parkcommunity](http://www.twitter.com/parkcommunity).