



September 12, 2024

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FOR IMMEDIATE RELEASE:

Park Community Credit Union Celebrates Brand Evolution

Louisville, KY, -Park Community Credit Union, Kentucky's largest Community Development Financial Institution (CDFI) Credit Union is embarking on a new era of empowering communities and cultivating a sense of belonging.

In addition to a clearly defined mission, vision, and core values, Park is unveiling a new look. The brand evolution represents a bold step forward, embodying the organization's heritage as the credit union created by employees of the Louisville GE Appliance Park, while emphasizing transition and opportunity.

"Park has always held a special, indescribable allure for our employees and members," shares Jana Erny, Park Community's President/CEO, "to capture this unique spirit, we embarked on a journey to connect deeply with our team, members, and community partners. Our aim was to crystallize our mission and values, and to articulate the magic that defines Park. Our evolved branding is the culmination of this process, visually and verbally encapsulating the true essence of Park Community Credit Union."

Since its founding in 1965, Park has continued to evolve to meet the changing needs of members, employees, and the community. This brand evolution signifies Park's strategic commitment to the organization's future, investing in a modern look and feel that brings to life the spirit of the Park VIBE: Vibrant Connection, Inclusive Excellence, Bold Compassion, and Endless Empowerment.

"Park Community Credit Union's strategic direction is a testament to our unwavering commitment to serving our employees, members, and communities. By focusing on building thriving communities through collaboration, we are positioning Park to be a pacesetter in the financial industry." Bobby Willoughby, Board Chair.

In addition to a celebration at all branch locations on September 16, members can join in on the fun with exclusive giveaways at catchthevibe.com, where they can request a special logo sticker to share on social

media. The first 100 new members starting the week of September 16 up until the end of the month will receive an exclusive membership offer. The Park team will be out and about in the community over the next few months with local pop-ups and events.

To learn more about Park Community Credit Union and our exciting updates, visit parkcommunity.com.

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Park Community is Kentucky's largest Community Development Financial Institution (CDFI) Credit Union, a mission driven organization owned by our members that exists to empower communities, fuel dreams, and cultivate belonging. Our mission to build thriving communities together, through financial inclusion and empowering underserved communities guides the way as we set the pace for the future of the financial industry in Kentucky and beyond. We are committed to seeing a world where hope, opportunity, and belonging unites us all. Catch the VIBE at parkcommunity.com, or follow us on Facebook at facebook.com/parkcommunitycu, Instagram [@parkcommunity](https://instagram.com/parkcommunity), X [@parkcommunity](https://twitter.com/parkcommunity), and TikTok at tiktok.com/@parkcommunity.