



connectFirst
credit union

connectFirst re-introduces itself to allberta

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May 3, 2021 | Calgary, AB – Beginning today, Albertans have a new choice for their everyday banking, as connectFirst credit union (“connectFirst”) brings together its four divisions under one brand with a renewed commitment to the members, local communities and Albertans it serves.

“As a credit union it’s taken us eight decades to get us to this point in our journey. We are changing the way our members bank with us by optimizing our banking platform, enhancing our digital and in-branch experiences and adding innovative new products and services,” says Paul Kelly, chief executive officer of connectFirst. “The time is now to launch our new brand identity and shine a light on our path forward together, showing Albertans what it means when we bank on each other.”

Beginning in May First Calgary Financial, Chinook Financial, Mountain View Financial and Legacy Financial will have a new brand reflected in branches, digital banking, mobile app and website. Over the next few months connectFirst will be re-introducing itself to all Albertans.

“Albertans should have a sense of belonging where they bank,” says Wellington Holbrook, chief operating officer of connectFirst. “They should feel understood. It should mean something to be a part of a credit union. Our members’ well-being is connected to the well-being of our communities and the prosperity of our province. The essence of connectFirst is really the essence of Alberta. We belong to you. We are you.”

To learn about a brighter way to bank visit (link CFCU.com/NewUs)

About connectFirst Credit Union

connectFirst Credit Union one of the largest and most successful credit unions in Canada, is a full-service financial institution with over \$6 billion in assets under administration. connectFirst employs 750 Albertans who provide a range of financial products and advice in more than 40 communities across central and southern Alberta. It serves 128,000 members through a community-focused approach to banking.

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Media Contact:

Teri Buckley
Director, Corporate Communications
tbuckley@connectfirstcu.com
403-312-8749