

Financial Plus Credit Union Celebrates New Brand with Ribbon-Cutting Ceremony

For Immediate Release

Contact: Madeline Mason, Public Relations and Social Media Specialist

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Phone: (810)-244-2057

FLINT, MI – Financial Plus Credit Union hosted the Flint and Genesee Chamber of Commerce, the Fenton Chamber of Commerce, and other community partners at its Fenton location for a ribbon-cutting ceremony. The celebration unveiled a branch remodel that reflects the organization’s new look.

“Our hope is that the new look gives a sense of the energy we’re bringing to the organization and the energy and excitement we have for serving our members and helping better their financial lives. This is the embodiment of that energy that we want to bring back to our members and the community,” remarked Financial Plus Credit Union President and CEO Brad Bergmooser.

“I have a great appreciation for our new brand design, and it has been a privilege to watch our branch be the first one fully remodeled with this new look. The response from our members has been very positive. I truly think the updated look brings a fresh perspective on our commitment to our surrounding communities and to guiding our members on their path to financial success,” said Ashlee Horn, Sales Manager at the Financial Plus Credit Union Fenton branch.

Financial Plus worked closely with Strum Agency, an industry leader in national branding, and NBS Commercial Interiors on the branch redesign. In the coming months, additional branches will reflect the new look.

About Financial Plus Credit Union: Since 1952, Financial Plus has been putting today’s needs and tomorrow’s dreams all within reach. Owned by over 81,000 members with more than \$1.2 billion in assets, the credit union provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit www.myfpcu.com or call (800) 748-0451.



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