

FOR IMMEDIATE RELEASE

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Greenwood Municipal Announces Strategic Rebranding

Greenwood Municipal Federal Credit Union (GMFCU), a Federally chartered credit union with the National Credit Union Association (NCUA), is excited to announce a significant transformation in its brand identity. Effective January 2, 2025, the credit union will be known as TRU FCU. This change reflects the credit union's commitment to innovation, growth, and dedication to providing exceptional service to its members.

New Name, Same Commitment.

Established in April 1974, GMFCU was originally chartered as a Sponsor Employee Group credit union serving local municipalities, school districts and certain employers. In 2022, the credit union expanded its charter to include the communities of Greenwood, Abbeville, Laurens, Newberry, Saluda, and McCormick Counties, reflecting its commitment to the residents of the surrounding areas. Since then, the credit union has experienced significant growth.

The new name and brand identity symbolize the credit union's forward-thinking approach to its dedicated members and the communities it serves. TRU FCU is committed to providing exceptional financial services and supporting the growth and prosperity of its members, focusing on its mission to radically impact the lives of our members and the communities we serve with Trust, Respect and Unity.

Why the Rebrand?

The Board of Directors approved the name and brand identity change to TRU FCU which better embodies the credit union's mission and core values:

- **Trust:** TRU FCU prioritizes building relationships with its members that are grounded in trust, offering financial education, guidance and personalized service to give members the financial tools and resources needed to achieve their goals.
- **Respect:** TRU FCU values its members' unique financial needs and goals, treating everyone with respect and dignity.
- **Unity:** TRU FCU fosters financial well-being for its members and ultimately the communities it serves working together to achieve shared success.

“Our new brand identity is more than a name change,” expressed Phil Heinlen, CEO of TRU FCU. “It embodies our mission, core values, and our aspirations for the future. The rebranding signifies our dedication to becoming a more reflective and approachable financial partner for the communities we serve. We are committed to maintaining the same high-level of service and trust that our members have come to expect, while also embracing new opportunities and innovations within the credit union industry.”

What to Expect

Members and partners can expect to see the new brand identity rolled out across all platforms, including the website, social media channels, and physical locations in Greenwood with plans to expand into the other counties. TRU FCU is committed to providing best-in-class financial services under its fresh, modern brand identity to members in Greenwood, Abbeville, Laurens, Newberry, Saluda, and McCormick. Our focus will be on Trust, Respect and Unity for all the communities we will serve.

About TRU FCU

TRU FCU is a federally chartered credit union with the National Credit Union Association (NCUA). TRU FCU is a not-for-profit, member-owned financial cooperative dedicated to providing exceptional financial services and promoting financial well-being in the community. TRU FCU was chartered in 1974 and now serves 7,257 members. For more information, please visit <https://www.gm-fcu.org/tru-fcu>.