



Corporate Federal Credit Union

News Release

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FOR IMMEDIATE RELEASE

Alloya Corporate FCU Announces 2020 Partnership with Suze Orman

Naperville, IL, January 16, 2020 – Alloya is excited to announce our 2020 partnership with Suze Orman, America’s Personal Finance Expert. As part of this partnership, Alloya will be sponsoring Suze’s popular *Women & Money* podcast beginning January 16, 2020. Alloya’s sponsorship of this podcast represents a unique and creative way to advance our purpose to support credit union success.

A relationship between Suze Orman and the corporate was first formed at Alloya’s 2019 Credit Union Executive Leadership Symposium. Suze’s work is very much aligned with the role credit unions serve in their communities and both strive to empower consumers to make the most of their money and realize their financial dreams.

“Alloya’s mission is simple: to support credit union success,” said Todd Adams, Alloya Corporate CEO. “When I heard Suze say that she would be interested in building a partnership with credit unions, I knew this would be a great opportunity for Alloya to continue living its mission.”

Now a household name for personal finance expertise, Suze Orman is a New York Times #1 bestselling author, magazine and online columnist, writer/producer and top motivational speaker. She currently broadcasts the popular *Women & Money* podcast, where she empowers her listeners to “own the power to control their destiny” with insightful and actionable financial advice.

Each episode of Suze’s *Women & Money* podcast will feature messages at the beginning and end of the episode, with a statement that encourages Suze’s listeners to discover how credit unions can help them achieve their financial goals. Each message will also include a call-to-action for the listener to find a credit union near them by visiting mycreditunion.gov.

In the first episode of the 2020 season, released on January 16, Suze introduces her new sponsorship and explains why she elected to partner with credit unions in 2020: “The reason that out of all the companies and organizations that came to me, I chose credit unions to be the sponsor for the year for the *Women & Money* podcast is because I know they will save you money. And what do I want all of you to do? I want you to spend less and save more. And to save more, you need to have a place where you can save more. And credit unions are what I have chosen for you.” Listen here: <https://omny.fm/shows/suze-ormans-women-and-money/s3-e01-preview>

Adams said, “In my 20+ years serving credit unions, I have never seen this much time, energy and resources directed to credit union awareness by so many parts of the credit union movement. Credit unions are the perfect home for consumer financial services, and we view this sponsorship as one way for Alloya to contribute and support that message. The credit union movement’s future looks bright – we need to continue to tell the story.”



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“Alloya’s member credit unions are proud to support this sponsorship and credit union awareness. We hope more consumers realize the value of credit union membership and join their local credit union today,” concluded Adams.

Tune in to Suze Orman’s *Women and Money* podcast beginning January 16 by visiting www.suzeorman.com/podcast or wherever you access podcasts, including Apple Podcasts, Google Play, Spotify and more.

To learn more about Alloya’s partnership with Suze Orman, please contact solutions@alloyacorp.org.

About Alloya Corporate FCU

Alloya provides cooperative financial services to 1,400 member credit unions and credit union entities nationally. Together, the member-owners of Alloya wield aggregated power to gain access to affordable, comprehensive products and services – including transactions, liquidity and investments – to give each credit union a strategic advantage in the marketplace. Headquartered in Naperville, Illinois, Alloya offers a dependable and competitive line of credit, secure and efficient product access and settlement, and unparalleled member service – which are available to all credit unions with or without a capital contribution. In addition to the support Alloya provides its membership, Alloya supports multiple credit union leagues and associations throughout the country and gives back to local communities nationwide by providing a variety of charitable donations. Visit www.alloyacorp.org to learn more.

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