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Press Release

April 1, 2019

FOR IMMEDIATE RELEASE

Loyalty has its Perks

AROOSTOOK – Susan G. Whitehead, President and CEO of NorState Federal Credit Union is pleased to unveil the new LuvMyCU Perks program, for all members of the credit union starting in April.

“We have an amazing membership of over 14,000 members and when our management team sat down and started thinking about ways to say thank you to all, it became a ‘think tank’ of ideas, but I believe this program will express our upmost appreciation to those members who have shown their loyalty to the credit union over the years.”

Also, it will encourage another generation to work up toward goals in savings and lending for their financial futures as well.”

NorState’s LuvMyCU Perks program is based on longevity of membership, combined shares and loans business with the credit union, as well as usage of a combination of products and services readily available to members. From bronze to platinum, LuvMyCU Perks is beneficial at every stage, paying more on savings and less on loan rates.

When you become a NorState member, you’re automatically enrolled in our LuvMyCU Perks program.

With the length of membership, the business with the credit union and each service or product you use adds up and your journey towards platinum begins and translates into discounted loan rates and increased dividends.

When you utilize the credit union’s Perks program, this encourages you to save more and make solid financial loan decisions.

NorState FCU has been serving members since 1941.

Those 78 years of experience in financial and member services allows us to work hard with members toward financial success.

“We help fund their dreams, that’s why we’re here, adds Whitehead.

It’s our job to provide our members with the best opportunities to succeed. Working together is how we achieve.”

For more information about NorState and LuvMyCU Perks, stop by any one of their convenient locations or get more information online at norstatefcu.org. You can apply for membership today in person or online, and start your journey with LuvMyCU PERKS.

“Providing members with the best opportunities to succeed. Working together is how we achieve.”

Susan G. Whitehead , CEO