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## **Alliance Credit Union is now Excite Credit Union** ***New name reflects commitment to exceptional experience***

**San Jose, CA-** Nearly 67 years after Alliance Credit Union was established with the mission of “people helping people”, they have launched a rebrand and will transition to a new name: Excite Credit Union. Over the last several decades, they have been dedicated to serving more than 40,000 members in Santa Clara, San Mateo, and Alameda counties in California as well as in New Hanover, Pender, or Brunswick counties in North Carolina. The new name exhibits their commitment to revitalizing their products, services, and branches, while maintaining the historically iconic personalized service to their members.



*Alliance Credit Union is now Excite Credit Union*

The leadership of Excite Credit Union worked collaboratively to redefine their values. These revamped changes include prioritizing people at the core, investing in the community by investing in families, caring for foster youth, homelessness and helping the underserved populations. As an alternative to for-profit banking, which prioritizes investors over customers, Excite Credit Union is dedicated to putting people above profits, removing the burden on low-income families with complicated products and numerous fees. Empowerment through education is a goal and by improving the financial literacy of those they serve, they can expand their philanthropic actions within the neighborhoods.

“We are thrilled to be a part of the community and strengthen the relationships we have with our partners such as the San Jose Giants. Our goal is to assist foster youth and at-risk youth to be knowledgeable about their finances, manage it and be successful in creating a sustainable financial portfolio. The new name helps us stand apart from the noise in the market and reaffirm our commitment to the communities, members and staff.” stated Taruna Bajaj, VP, Marketing at Excite Credit Union

Asked about the name change, Brian Dorcy, CEO of Excite, shared that this rebranding solidified the credit union’s commitment to go beyond the traditional to create an exceptional experience. “We believe that everyone is entitled to financial stability. One of our goals is to ensure every child has a savings account to set them up for success. Our new name represents this exciting shift in our new strategy.”

“Additionally, we are happy to announce that due to our expanded partnership with the San Jose Giants, Muni Stadium will be renamed to Excite Ballpark, Home of the San Jose Giants. Our partnership with the Giants is a major milestone of our involvement in the community,” said Dorcy.

For additional information, contact Taruna Bajaj at [tbajaj@alliancecu.org](mailto:tbajaj@alliancecu.org).

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### **ABOUT EXCITE CREDIT UNION**

*Excite Credit Union was created by a small group of visionary General Electric employees based on the idea of “people helping people.” Established in 1952, Excite Credit Union is a member-owned financial cooperative and now serves more than 38,000 members in six counties – Santa Clara, San Mateo and Alameda counties in California – and New Hanover, Pender and Brunswick counties in North Carolina. We also serve approximately 400 Community Business Partners (employers) throughout both states by offering exclusive benefits to their employees.*