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Contact: Nikki Thompson,
Communications Manager
Indiana Members Credit Union
317-554-8150
nthompson@imcu.com

**INDIANA MEMBERS CREDIT UNION LAUNCHES NEW TV ADVERTISING
CAMPAIGN FEATURING INDIANA PACERS PLAYER MYLES TURNER**

(Indianapolis, IN, January, 2019) Indiana Members Credit Union (IMCU) recently launched a new television advertising campaign showcasing Indiana Pacers player, Myles Turner, with IMCU’s president and CEO, Ron Collier. The ad campaign highlights IMCU’s 60 years of giving back to the community and partnership with Myles Turner through its backpack donation program. The new campaign launched at the beginning of 2019 and includes two creative spots.

One of the creative spots highlight Myles Turner and the assistance he provides to local students through IMCU’s backpack donation program. Ron Collier, IMCU’s president and CEO and Indiana native is also featured in the commercials. Collier, born and raised in Central Indiana, attended Ball State University, where he earned his Bachelor’s Degree in Secondary Education and later taught at Noblesville High School. Collier knows first-hand the importance of suppling students with tools to be successful in school. “IMCU was founded on the campus of IUPUI over 60 years ago by a group of medical employees. Here at IMCU, we appreciate the importance of education and our youth in our community. We thank Myles for sharing in this passion with us, and our board members, employees and most importantly, our IMCU members for their support in this very worthy initiative,” stated Collier.

For more information, or to view the spots, please visit IMCU.com

About Indiana Members Credit Union

Indiana Members Credit Union, headquartered in Indianapolis, Indiana, was founded in 1956 on the campus of IUPUI. IMCU has since grown to 26 branches in Central Indiana, offering consumer and business members a better financial alternative and a full array of products and services. Traditionally offering better rates on loans and deposits, IMCU maintains true to its roots by “Keeping It Simple” for members. For more information, please visit IMCU online at www.imcu.com.

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***Pictured: Myles Turner, Indiana Pacers player, and Ron Collier, IMCU's president and CEO on set for the commercial filming.**

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