



## PRESS RELEASE

FOR IMMEDIATE RELEASE

Marketing Department  
770.476.6400 ext. 76412  
marketing@gucu.org

### Georgia United Credit Union Launches Affinity Debit Cards with Partners Georgia Tech Athletics and University of Georgia Athletics



**DULUTH, GA (August 5, 2019)** – To kick off the school year and football season, Georgia United Credit Union announced the launch of their Affinity Visa® Debit Cards with athletic partners Georgia Tech® (Tech) and University of Georgia (UGA). Georgia United is excited to offer students, alumni and fans the opportunity to show their team pride by choosing one of three debit card designs with their checking account.

“There is already a lot of excitement around our official partnership and we are thrilled to launch this line of Affinity Debit Cards,” Georgia United’s President and CEO, Debbie Smith, stated. “We have been actively involved with Tech and UGA for over 50 years and are committed to providing programs to support students, graduates and loyal fans”.

As the official credit union of Georgia Tech Athletics and the University of Georgia Athletics Association, Georgia United has also shown support through scholarships, financial education seminars and various community service initiatives.

“A portion of every transaction made with a Georgia Tech debit card will support student athletes,” Georgia Tech director of athletics Todd Stansbury said. “This is a unique feature and we are confident that fans will be excited to show their support.”

The official team debit cards accompany the credit union’s checking account programs that feature advanced online and mobile banking technology and access to 100,000 ATMs across 170 countries.

“These new debit card offerings will be well received by UGA fans and definitely continue to extend and enhance our relationship with Georgia United,” states Greg McGarity, Athletic Director at the University of Georgia. “Georgia United is a trusted financial partner in our community and they continue to build on their commitment to education in support of student athletes and their fan base.”

To request an official Tech or UGA debit card with a checking account, visit [gucu.org/goteam](http://gucu.org/goteam) or call 888.493.4328.

### **About Georgia Tech Athletics**

With 400-plus student-athletes across 17 varsity sports, Georgia Tech competes at the highest level of intercollegiate athletics as a member of NCAA Division I and the Atlantic Coast Conference (ACC), while also developing young people who will change the world. Georgia Tech has long been a leader in innovation in college athletics with the NCAA CHAMPS/Life Skills Program (known as the Total Person Program at GT), commitments to athletics scholarships until a student-athlete graduates and the use of virtual reality in recruiting among the many concepts that originated on The Flats. The Yellow Jackets have won five national championships during their illustrious history (four in football – 1917, 1928, 1952 and 1990; one in women’s tennis – 2007), appeared in two Final Fours in men’s basketball (1990 and 2004) and three College World Series in baseball (1994, 2002 and 2006). Combining world-class education with top-notch athletics, Georgia Tech has produced 83 Academic All-Americans.

### **About Georgia Bulldog Sports Properties**

Georgia Bulldog Sports Properties is a joint venture between JMI Sports and IMG College and is the exclusive multimedia rights holder for the University of Georgia Athletic Association. The UGA Athletic Association’s mission is to offer nationally competitive intercollegiate athletic programs which reflect the interests of our students and faculty, the Southeastern Conference and the people of Georgia and of the nation who support our activities. These programs provide a worthwhile experience for our student-athletes by teaching them the basic principles of amateur competition, competitive integrity, fair play and good sportsmanship. The Georgia Bulldogs are one of the most decorated teams in college athletics and have brought home over 40 National Championship trophies including two in football (1942 and 1980), a baseball (1990), ten gymnastics championships, six equestrian titles, thirteen between the two tennis teams and six women's swimming trophies. The Georgia Bulldogs have also brought home a slew of SEC Championships, led by men's tennis which has captured 38 league crowns followed by men's golf with 29. Additionally, Georgia has earned top honors 16 times in gymnastics, twelve times in football and eleven times each for women's golf and women's swimming and diving.

### **About Georgia United**

Georgia United Credit Union is an award-winning financial leader and partner in education. Headquartered in Duluth, Georgia United is one of the state’s largest credit unions, with over \$1.3 billion in assets, 160,000 members and 19 branch locations. As a not-for-profit financial institution, profits are returned to members by way of reduced fees, higher savings rates and lower interest rates through simple and compelling products designed for today’s lifestyle. Since 1958, Georgia United’s mission has been to positively impact the lives of the members, team members and communities they serve through programs and events that support financial literacy, the school systems and surrounding communities.

###