






ATHLETICS NEWS RELEASE

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@MUCrusaders announce partnership with Alliance Catholic Credit Union

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LIVONIA, Mich.- The Madonna University athletic department would like to formally announce a partnership with Alliance Catholic Credit Union to become the official financial institution of Madonna Athletics.

“We can’t thank Alliance Catholic enough for their support,” said Crusaders Athletic Director Scott Kennell. “Their willingness to partner with us and provide some much needed upgrades and to become a part of our University and join us in our mission has been amazing.”

Alliance Catholic Credit Union began the year by sponsoring the new LED scorer’s table in the MU Activities Center, joined on as they presenting sponsor for the Leadership Breakfast Series, sponsor the Crusaders’ ScoreShots social media creations and recently agreed to be the primary sponsor on the new Sidearm Sports Athletics App that will launch early January.

“We are excited to be working with Madonna University. Their commitment to excellence whether in academics or athletics, while maintaining their spiritual traditions, makes them ideal partner for us”, said Rob Grech, President/CEO of Alliance Catholic Credit Union. “We are empowered by our members to seek out opportunities to support organizations that positively reflect Catholic values, and Madonna University fits that description perfectly.”

The app, which will replace the old Madonna Athletics app on every platform, will give fans unparalleled access to their favorite content, receive gameday alerts and enjoy a mobile friendly experience while catching up on all things happening in Crusader Nation.

In addition to their sponsorships, ACCU partnered with the athletics department to sponsor towel giveaways to enhance the game day experience for our fans.

“We are so impressed with the quality of the programs and enthusiasm from everyone associated with Madonna Athletics,” said Keith Burke, Vice President of Marketing & Technology at Alliance Catholic Credit Union. “With our new digital banking and mobile app, we’re able to provide Catholics across the state with everything they need to manage their money, and Madonna Athletics gives us a quality platform to spread the word.”

About Alliance Catholic Credit Union:

Chartered in 1956, Alliance Catholic Credit Union is a \$440 million financial cooperative serving more than 34,000 member owners. Any person of the Catholic faith living, working, worshipping or attending school in the state of Michigan is eligible to become a member of Alliance Catholic

Credit Union. Alliance Catholic Credit Union actively supports Catholic schools, parishes and organizations. For more information visit: www.AllianceCatholic.com

About Madonna University:

For more than 80 years, Madonna University has been changing the lives of its students through liberal arts education, combined with career preparation and service-learning experiences. Performing arts, student organizations, athletics, and on-campus housing enhance the educational experience for Madonna students. In addition to offering academic programs at its beautiful main campus, conveniently located at I-96 and Levan Road in Livonia, Madonna delivers classes at the following satellite centers: Macomb University Center, Henry Ford College University Center, and at the University Center Gaylord. Several academic programs are offered online, and there are unique online programs offered in China, the United Arab Emirates, and Haiti. Michigan's most affordable, independent, Catholic, liberal arts university, Madonna offers 77 undergraduate and 32 master's and doctoral programs in the colleges of arts and humanities, natural and social sciences, education, and nursing and health, as well as the School of Business.