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Silver State Schools Credit Union Unveiled New Logo

LAS VEGAS (December 9, 2016) – Silver State Schools Credit Union (SSSCU), a premier financial cooperative serving Southern Nevada’s educational community, introduced its new logo. The logo is a marriage of the State of Nevada and a nod to the Credit Union’s primary field of membership - those serving and participating in the education community. The new logo represents an evolution of the Credit Union’s brand.

“We wanted a recognizable icon, which easily communicates who we are and what’s important to us,” notes AVP of Marketing Rebecca Freeman. “The new logo represents the evolving spirit of the Credit Union and our commitment to best serve our members.”

The updated logo signals a current, overall refresh of the almost 66-year-old Credit Union. The previous logo was in use for nearly 15 years. The shift to the new logo will occur over most of the first quarter of 2017.

About Silver State Schools Credit Union

Silver State Schools Credit Union (SSSCU), founded in 1951, is a state-chartered financial cooperative. The Credit Union serves over 50,000 members of the educational community and their families in Nevada with eight branches throughout the Las Vegas Valley. SSSCU provides “Excellent Member Service and Financial Solutions – for Life!” via a wide range of banking products, discounts and resources. By members' choice, member shares and deposits are insured by American Share Insurance up to \$250,000 per account. This institution is not federally insured. For more information, visit silverstatecu.com.

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