

PRESS RELEASE

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Local Financial Favorite Set To Raise The Bar For Online Credit Union Experiences

Santa Fe, New Mexico, September 4, 2020 – Northern New Mexico financial mainstay, Del Norte Credit Union (DNCU) has announced the upcoming launch of their new website and digital brick-and-mortar experience. Designed to deliver world-class service and support for DNCU members and community, DNCU worked hand-in-hand with PixelSpoke, a marketing agency specializing in credit unions and mission-driven organizations.

Scheduled for rollout in the fourth quarter of 2020, dncu.com will serve as part of a strategic initiative to maintain and solidify DNCU's reputation as one of the leading credit unions in New Mexico and the southwest region. "DNCU's mission is to improve lives and we do this every day," says Chuck Valenti, President/CEO of DNCU. "We want to reach as many people as possible and to share our knowledge, passion, and mission-driven banking philosophy with our neighbors from the comfort and convenience of their homes or mobile devices."

According to a 2019 report by Statista.com, nearly 162 million Americans are digital banking users with that number expected to grow in the next five to ten years. After experiencing a twenty percent increase in digital banking users since 2014, credit unions and banks have witnessed an even sharper increase in usage since the onset of the COVID-19 pandemic.

"I believe now is the right time to update our website in order to help more people especially during these trying times of the pandemic," says Kim Currie, Chief Marketing Officer at DNCU. "We understand that a new website is more than just the look, it's about the experience."

About Del Norte Credit Union

Chartered in 1954, Del Norte Credit Union is a not-for-profit credit union based in New Mexico with a mission of Improving Lives. DNCU offers a wide variety of products and services designed to make members achieve financial success. Today DNCU serves more than 57,000 members throughout New Mexico and the United States.

About PixelSpoke

PixelSpoke is a digital marketing agency that works with credit unions to create beautiful, easy-to-use, award-winning websites. As a B Corp and worker-owned cooperative, PixelSpoke believes that business can, and should be, a force for good. Drawing from our expertise in the credit union industry, UX and design best practices, and digital marketing trends, we're committed to doing exceptional work and building Everybody Wins relationships that inspire positive change.

Learn more at: <http://pixelspoke.com>

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