



FOR IMMEDIATE RELEASE

Longtime Northern New Mexico Credit Union Announces Southward Expansion

February 23, 2021

Contact: Diego Muñoz | dmunoz@dncu.org | 505-455-5117

Santa Fe, New Mexico, February 23, 2021 – Committed to both organizational growth and the extension of financial services that empower individuals and families in New Mexico, Del Norte Credit Union has announced the acquisition of the former Century Bank space at 3634 Rio Rancho Boulevard in Rio Rancho, New Mexico.

Representing the credit union's first brick-and-mortar location outside of northern New Mexico since its inception in 1954, the southward expansion follows a series of growth initiatives by the institution. The move also precedes an anticipated opening of an additional branch in Española and the introduction of business services later in 2021.

"Detecting the light at the end of the COVID-19 tunnel, we're moving into growing regions like Rio Rancho, confident that the return and reintroduction of our industry-leading brick-and-mortar customer service experience will make us a competitive option for Rio Rancho residents," explained Chuck Valenti, President/CEO of Del Norte Credit Union. The credit union is targeting the second quarter for the branch opening.

[According to the city of Rio Rancho](#)¹, the community of approximately 97,000 residents is the fastest growing in New Mexico with demographics characterized by families, middle class seniors and upscale boomer aged couples.

"Having earned a reputation as a safe community alongside its affordable family housing options, Rio Rancho's impressive growth has generated an increased demand for competitive financial services for mortgages, refinancing and other loan products and everyday banking services from a trusted partner like Del Norte Credit Union," continued Valenti. "We're looking forward to growing hand-in-hand with our Rio Rancho family in 2021 and beyond."

¹Source: rrnm.gov

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. Del Norte Credit Union is an equal opportunity employer.

###