

## FOR IMMEDIATE RELEASE

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### LEGENDS ANNOUNCE RETURN OF FOUNDING PARTNER, INTOUCH CREDIT UNION

(Frisco, TEXAS – October 18, 2021)— The Texas Legends are proud to announce the return of InTouch Credit Union (ITCU), who has been a founding-level partner of the Legends since the team's inception, in a multi-year extension.

ITCU is a not-for-profit community credit union with branches across Texas, Nevada, and Michigan serving over 90,000 members.

"InTouch has been a partner of ours since day one, and they're family at this point," said Legends President Malcolm Farmer. "The partnership has grown and evolved over the years to fit both our needs, and they have gotten to watch us grow and evolve as a team. The DNA of the Legends, and the DNA of InTouch Credit Union are synergistic – all community oriented."

The partnership is built around the community and pairs the two platforms to expand each reach. This year, the two organizations will introduce new programming geared at education and outreach. InTouch will be the presenting sponsor of the Legends' new Read to Achieve program and will have a new segment on the team's website titled "InTouch with our Community," featuring recent news and upcoming community events and opportunities.

"We have watched this team grow and build from the ground up," said InTouch President and CEO Kent Lugrand. "It's been exciting not only to see them evolve, but to watch our partnership evolve with them. We are thrilled to be back and in a collaboration that's even more community-centered."

InTouch will also have both digital and in-arena marketing assets and will have premium hospitality to host clients and community partners. The 360-degree approach puts InTouch, the exclusive credit union of the Legends, at the forefront of the Legends' fan and community experience.

For more information on partnering with the Legends email [info@texlegends.com](mailto:info@texlegends.com). To learn more about InTouch Credit Union visit [www.itcu.org](http://www.itcu.org).

### **About InTouch Credit Union**

InTouch Credit Union (ITCU) is a financial cooperative that has proudly served members since 1974. ITCU is committed to creating member value by placing the financial needs and delivery of exceptional service to the membership ahead of profit while maintaining fiscal responsibility. With branches in three states, and assets of about \$965 million, ITCU serves more than 90,000 members in all 50 states and more than 20 countries around the world. Membership eligibility rules are available on [ITCU.org](http://ITCU.org). ITCU can also be found on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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