



FOR IMMEDIATE RELEASE

INTOUCH CREDIT UNION LAUNCHES "SUPERHERO SATURDAY"

Members are Invited to the Heroic Happenings on Saturday, October 18

(Plano, TEXAS – October 15, 2025)— InTouch Credit Union (ITCU) is bringing some fantastic faces to its branches with the debut of Superhero Saturday, a new family-friendly event designed to make saving money a little more super!

Starting this October, select ITCU branches with Saturday hours will welcome members and their families to join in on themed fun, photo ops, and interactive activities centered around the power of saving. You never know who might show up — maybe a caped crusader (or two) ready to teach kids (and grown-ups) how to become financial heroes themselves!

The first Superhero Saturday takes flight at 9:00 a.m. (local time) on Saturday, October 18, at the following ITCU branch locations:

- Texas – McKinney and Shepton
- Nevada – Buffalo, Cadence and Cannery
- Michigan – Madison Heights.

From coloring activities and giveaways, ITCU's Superhero Saturday aims to show that everyone — big or small — can be a super saver.

"Superheroes use their powers for good, and at ITCU, we believe financial education is one of the greatest human powers of all," said, Tim McCoy, CMO/ SVP of Marketing and E-Commerce. "Superhero Saturday is our way of making money management fun and helping families feel more confident about saving and spending wisely."

So, put on your costume (no masks, please) if you'd like to join us, arm yourself with your savings goals, and stop by your nearest participating neighborhood ITCU branch! Because the best kind of financial hero is one who saves — and saves smart.

For more information about the financial management resources we offer young (and more seasoned) heroes, visit www.itcu.org and follow ITCU on Facebook, Instagram, and X.

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About InTouch Credit Union

InTouch Credit Union is a member-owned financial institution that serves individuals and families across the United States. With a focus on providing exceptional service and innovative financial solutions, InTouch Credit Union is committed to helping its members achieve their financial goals. For more information, visit www.itcu.org.