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*United Heritage Credit Union Celebrates Grand Opening of New Southwest Tyler Branch
with Ribbon Cutting Ceremony*

Tyler, Texas (January 16, 2026) — United Heritage Credit Union (UHCU) proudly celebrated the Grand Opening of its Southwest Tyler branch with a ribbon cutting ceremony on January 13, 2026, marking an exciting milestone in the credit union’s continued growth in East Texas.

The celebration brought together UHCU leadership, branch team members, Tyler Chamber of Commerce, PATH, and community members, and featured a special appearance by the Tyler High School Marching Band Drum Line, helping create an energetic and welcoming atmosphere for the community event.

The celebration continued throughout the week with in-branch activities, member giveaways, and opportunities for the team to connect with residents. During the grand opening week, UHCU offered a special in-branch auto loan promotion exclusive to the Southwest Tyler branch, providing members an opportunity to take advantage of additional savings on their vehicle financing. Members and visitors also had the chance to enter to win a \$300 Cavender’s gift card, adding to the excitement and engagement throughout the week.

“This new branch represents our long-term commitment to serving East Texas,” said Michael Ver Schuur, President and Chief Executive Officer of UHCU. “We’re excited to continue investing in Tyler and creating meaningful connections with the community while delivering financial solutions that support our members’ goals.”

The Southwest Tyler branch features 24/7 drive-thru ITM access, a refreshed look and feel, and knowledgeable staff available to help with everything from checking and savings accounts to loans and financial planning and management. The new location reflects UHCU’s continued investment in Tyler and its commitment to providing convenient, member-focused banking.

As part of the grand opening celebration, UHCU also launched a Banking for a Cause initiative benefiting PATH in Tyler, a local nonprofit organization dedicated to providing supportive services to individuals and families in need. Through the program, new members who open qualifying accounts receive a \$150 bonus, and UHCU donates an additional \$150 to PATH, doubling the community impact with every new account.

For more information about United Heritage Credit Union or the Southwest Tyler branch, visit uhcu.org/moret Tyler.



About United Heritage Credit Union

United Heritage Credit Union is a full-service financial institution whose vision is “To be your primary financial institution.” United Heritage has over \$1.6 billion in assets, more than 82,000 members and 11 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. United Heritage Credit Union was established in 1957 and over 65 years later serves communities within the Bastrop, Bell, Blanco, Burnet, Caldwell, Hays, Lee, Milam, Travis, Williamson, Cherokee, Gregg, Henderson, Rusk, Smith, Upshur, Van Zandt or Wood counties as well as those that live in the rest of Texas through TXCC membership. For more information about United Heritage, visit uhcu.org. Federally Insured by NCUA.