



United Heritage Credit Union Saddles Up as Presenting Sponsor for Rodeo Austin's Cowboy Breakfast



UHCU is sponsoring the Cowboy Breakfast to kickoff the 2024 Austin Rodeo on March 1, 2024.

AUSTIN, Texas - Feb. 28, 2024 - [PRLog](#) -- United Heritage Credit Union, a leading Texas financial institution committed to serving the community, is proud to announce its sponsorship as the Presenting Sponsor for Rodeo Austin's Cowboy Breakfast on March 1, 2024. This iconic event marks the official kickoff to the city's beloved Rodeo festivities, bringing together community members, business leaders, and rodeo enthusiasts for a morning of Western-style fun.

"We are thrilled to partner with Rodeo Austin for the Cowboy Breakfast and support this significant community tradition," said Kevin Farley, VP of Experience & Engagement. "Rodeo Austin embodies the spirit of our community – resilience, dedication, and a commitment to celebrating our heritage. These values align perfectly with our mission to empower individuals and families to achieve financial success."

The Cowboy Breakfast, held at the Long Center, promises a morning filled with delicious food and live entertainment. Attendees will enjoy a hearty breakfast menu with live performances by The Pearl Snaps, while learning how to two-step and trick roping.

"Rodeo Austin is so excited for United Heritage Credit Union's presenting sponsorship of the Cowboy Breakfast," said Glen Alan Phillips, CEO of Rodeo Austin. "This is a great community event to kick off the month of March for Rodeo Austin and we are grateful for their support!"

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 \$1.5 billion in assets, more than 78,000 members and 10 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.

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