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For Immediate Release

Launch CU Named to Newsweek’s America’s Best Regional Banks and Credit Unions 2024

Merritt Island, Florida (February 12, 2024)

Launch Credit Union announced today that it is recognized as one of America’s Best Regional Credit Unions for 2024 by Newsweek and Plant-A Insights Group.

The analysis was based on independent customer surveys of more than 35,000 U.S. citizens. The survey was designed to review institutions through their customer journeys on 12 categories using 75 items. The survey collected more than 140,000 reviews for regional banks and credit unions distributed across all states. In addition, more than 1.3 million social media reviews and 148 million Apple App store and Google Play store reviews were collected to support the scoring model.

“Regional banks and credit unions play a pivotal role in meeting the needs of communities across the nation. Newsweek and market-data research firm Plant-A Insights are proud to introduce “America’s Best Regional Banks and Credit Unions 2024,” highlighting local lenders that are committed to the needs of their communities.”
- Nancy Cooper – Global Editor in Chief – Newsweek

“Being named to the America’s Best Regional Credit Unions for 2024 by Newsweek is quite an accomplishment, however, we have always strived to be the best for our members here locally,” says VP Marketing Kelly Haskins. “Serving our members’ needs with the highest level of services and compassion is just what we do every day.”

Established in 1963, Launch Credit Union is a full service credit union, with seventeen branches located in Brevard and Volusia counties. Launch CU has \$1.4 Billion in assets with 80,000 members. Membership is open to all who live, work, worship or attend school in Brevard, Volusia, Seminole, Orange, Flagler or Osceola. Launch CU is CDFI certified and named as Best Regional Credit Unions 2024 by Newsweek and Plant-A Insights Group. Launch CU is dedicated to building a culture of belonging. For more information about Launch Credit Union, please visit Launchcu.com or call (321) 455-9400.

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