



FOR IMMEDIATE RELEASE:

Alliance Catholic Credit Union Partners with Catholic Financial Life to Offer Members Life Insurance

FARMINGTON HILLS, MI — April 2024 – Life insurance is an important financial planning tool, yet many people go without life insurance because they don't know where to start or who to trust when it comes to purchasing a policy.

Alliance Catholic Credit Union is helping to remove these barriers for their members.

"We want to help our members by taking the guesswork out of who to work with to purchase life insurance," said Rob Grech, CEO of Alliance Catholic Credit Union. "Catholic Financial Life is a great partner—they are a not-for-profit financial services company that shares our Catholic values and has been protecting families for more than 155 years."

There are many benefits to life insurance, but the most important benefit is eliminating financial fears and burdens for the people left behind when a loved one dies.

"It pains me every time I see a GoFundMe page to help a family who has lost a loved one when a simple call could have put a life insurance policy in place to care for the family," said Joe Kohut, Director of Sales Distribution at Catholic Financial Life. "Life insurance is for everyone—there are creative options available that are budget-friendly."

Alliance Catholic Credit Union is dedicated to providing trusted financial services, inspired by Catholic values and traditions, to enhance the financial well-being of Catholic communities and the neighbors they serve. Encouraging members to obtain life insurance coverage is just one more option for their members to consider.

Members and non-members of Alliance Catholic Credit Union can get more information about life insurance at cfl.org/accu.

Alliance Catholic Credit Union serves the Catholic community throughout the state of Michigan. There are twelve branch locations, including Allen Park, Dearborn, Farmington Hills, Madonna University, Rochester, Shelby Township, Sterling Heights, Southwest Detroit, Taylor, Troy, West Bloomfield, and the University of Detroit Mercy.

About Alliance Catholic Credit Union:

Chartered in 1956, Alliance Catholic Credit Union is a \$637 million financial cooperative serving over 32,000-member owners. Any person of the Catholic faith living, working, worshipping or attending school in the state of Michigan, any person who is a student, faculty or alumni of a Catholic University in the State of Michigan, or any person who is an employee or pensioner of a Catholic healthcare system located in the state of Michigan is eligible to become a member of Alliance Catholic Credit Union. Alliance Catholic Credit Union actively supports Catholic schools, parishes and organizations.

Website: AllianceCatholic.com

Facebook: Facebook.com/AllianceCatholicCreditUnion

LinkedIn: Linkedin.com/company/alliance-catholic-credit-union

Media Inquiries:

Keith Burke, VP of Marketing & Community Relations

Alliance Catholic Credit Union

KBurke@allianceccu.com

(248) 519-4866