

**FOR IMMEDIATE RELEASE**

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**Contact:**

Kiersten Harder  
Communications Media Coordinator  
850-558-1060  
[Kiersten.Harder@the-league.coop](mailto:Kiersten.Harder@the-league.coop)



**The League Welcomes Jasmine Smith to the Advocacy Team**

**TALLAHASSEE, FL** — The League of Credit Unions is pleased to welcome Jasmine Smith to the team as Senior Director of Advocacy Engagement, bringing more than seven years of experience in advocacy, nonprofit development, and relationship building to the organization.

“Advocacy is ultimately about people and the communities we serve, and I’m excited to join an organization that places that mission at the center of its work,” said Smith. “I look forward to strengthening relationships across the credit union movement and helping elevate voices that drive meaningful impact.”

Before joining The League, Smith held development roles at national nonprofit organizations focused on civic engagement and leadership development, where she built strategic partnerships and advanced initiatives designed to empower communities and foster collaboration.

“Jasmine’s passion for advocacy and her ability to connect people around a shared purpose make her an outstanding addition to our team,” said Sydney Seral, Chief Advocacy Officer of The League of Credit Unions. “Her experience and energy will play a key role in engaging our members and strengthening the collective voice of credit unions across our footprint.”

The League looks forward to Smith’s leadership and contributions as it continues to advance advocacy engagement efforts on behalf of credit unions and the communities they serve.

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## **About The League of Credit Unions & Affiliates**

*The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 373 credit unions across Alabama, Florida, Georgia, and Virginia and their 33.6 million members, as well as \$471.3 billion in assets. The League serves as an advocate through credit union engagement, advocacy impact, Foundation resources, and LEVERAGE products and services. Join us in supporting credit unions by learning more at [www.the-league.coop](http://www.the-league.coop). Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).*