

## FOR IMMEDIATE RELEASE

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### Contact:

Lizeth George  
Senior Communications Manager  
866-231-0545 ext.1076  
[Lizeth.George@the-league.coop](mailto:Lizeth.George@the-league.coop)



### The League: A United Voice for Credit Union Collaboration and Excellence

**TALLAHASSEE, FL** – A new chapter for credit union collaboration begins today as the League of Southeastern Credit Unions & Affiliates and the Virginia Credit Union League proudly unveil their new identity: The League of Credit Unions & Affiliates ([see video](#)). This rebrand follows a historic vote in favor of consolidating the two organizations into one unified entity. Beginning today, The League represents 386 credit unions across Alabama, Florida, Georgia, and Virginia and their 31.5 million members, serving as a steadfast advocate and resource for the industry.

Under the leadership of Samantha Beeler, President of The League, and Steve Willis, President of Affiliates Consolidated Services and *LEVERAGE*, The League will continue to deliver unparalleled value and advocacy success.

“This is a monumental step forward for credit unions across Alabama, Florida, Georgia, and Virginia, and we are humbled by the opportunity to champion their success and interests under this new identity,” expressed Samantha Beeler, President of The League. “By uniting as The League, we are strengthening our collective voice and creating more opportunities for collaboration and advocacy impact. Together, we’ll champion innovation, advocate fiercely, and position credit unions for greater community impact.”

The League’s mission is underscored by its core symbol: a shield. This emblem represents strength, protection, and collaboration, signifying The League’s unwavering dedication to advocating for credit unions and their communities.

The four marks of the shield represent our four states—Alabama, Florida, Georgia, and Virginia—in addition to our commitment to members:

- **Advocacy Impact:** A unified voice to champion credit union interests at local, state, and federal levels, leveraging a robust network of policymakers.
- **Credit Union Engagement:** Innovative opportunities to network, collaborate, and advance among a broader spectrum of industry professionals.
- **Foundation Support:** Enhanced community and professional development support through a combined Foundation, empowering credit unions to create meaningful local impact.

- **Service Corporation Excellence:** Continued delivery of industry-leading solutions through *LEVERAGE*, with a focus on advocacy, Small Asset Size credit union programs, and key initiatives that fuel the credit union movement.

“Under this new name, we are combining the best of our expertise and resources to deliver unmatched solutions and advocacy for credit unions,” echoed Steve Willis, President of Affiliates Consolidated Services and *LEVERAGE*. “This partnership signifies our commitment to supporting the credit union movement through innovative solutions, shared knowledge, and an unrelenting focus on member success.”

With an unwavering commitment to safeguarding shared principles and advancing credit union success, The League embarks on this new exciting era with a promise to deepen engagement, drive innovation, and redefine standards for member success.

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

*The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 386 credit unions across Alabama, Florida, Georgia, and Virginia and their 31.5 million members, as well as \$450.2 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](#).*