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Healthcare's Cooperative Announces New Name: Alive Credit Union

Jacksonville (June 1, 2012) – Healthcare's Cooperative Credit Union® announced today they are changing their name to Alive Credit Union on June 4, 2012.

Working with the branding firm NewGround, the credit union's board of directors approved the name change last summer. The new name was chosen in respect of the financial institution's healthcare heritage and their approach to member service – banking with more heart. "Even though our name is changing, our highly rated credit union will continue to focus on serving the healthcare community and our other select employee groups," says Mary McElroy, Chair of Alive Credit Union's Board of Directors.

As Alive Credit Union launches their dynamic new name, the credit union will also debut a rejuvenated brand image including a new tagline and branch renovations designed to enhance the member experience. The short and lively name, along with the tagline *Bank Healthier. Live Happier.* will be introduced at their branch locations this month. Additionally, Alive's rebrand initiative will be complemented by a series of television campaigns designed to raise awareness regarding the credit union and the many benefits they provide to their membership.

Originally founded as BlueCross BlueShield Employee's Credit Union, Alive Credit Union is a not for profit organization operating under the cooperative principal of people helping people. For over 58 years, the credit union has been a leading provider of banking and lending solutions, as well as workplace financial education to the healthcare community.

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