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## **Springfield's Largest Credit Union Changes Name**

**Postal Federal Community Credit Union now BluCurrent Credit Union**

**Springfield, Mo.** – [Postal Federal Community Credit Union](#) (PFCCU) announces the highly anticipated new name of their credit union: **BluCurrent Credit Union**. Citing the desire to eliminate confusion about who can open an account, the credit union decided to begin the process of changing their name earlier this year.

PFCCU was started in 1929 by Springfield postal workers, and then later expanded membership to include federal employees. In 1994 they were granted the ability to serve a much larger group, including everyone who lives or works in a 10-county area in southwest Missouri.

"We're excited to announce the new name to our members and our community," stated Steve Pierson, president and CEO of BluCurrent Credit Union. "We've always struggled with the misconception that you had to be a postal or federal employee to use our credit union; by creating a more inclusive name this will greatly help us spread the message."

For the development of the new name, the credit union worked with Weber Marketing Group, a nationally recognized naming firm that has assisted more than 40 credit unions through renaming projects. The credit union began researching the project in September 2010, but did not officially begin the project until January of this year.

"By making the decision to change our name, we are in no way changing our philosophy or turning away from our postal- and federal-based heritage," noted Chairman David Phelps, BluCurrent board of directors. "We aren't being sold or merged. Account holders are going to see the same great people working here, and receive the same great service they're used to."

While the credit union has changed their name, their staff, hours, products and services remain the same. For additional information, BluCurrent has created a website page dedicated to their name change at <http://www.blucurrent.org/namechange.php>.

### **About BluCurrent Credit Union:**

BluCurrent, with assets over \$130 million, is the largest credit union in Springfield, Mo. They have five locations and provide access to more than 25,000 surcharge-free ATMs nationwide through their [Co-Op Network](#) affiliation. BluCurrent provides affordable financial services to those who work or reside in a 10 county area of southwest Missouri. To learn more, please visit [www.blucurrent.org](http://www.blucurrent.org).

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