

Financial Plus Credit Union Selected to take part in *Viewpoint* Documentary Series

For Immediate Release

Contact: Teresa Santana-Burk, Director of Public Relations

Date: August 24, 2023

Phone: 989.759.5752

FLINT, MI – Financial Plus Credit Union will be featured on an upcoming episode of the renowned documentary series *Viewpoint with Dennis Quaid*. The award-winning series, hosted by the well-known actor Dennis Quaid, produces educational documentaries on a range of topics including business, technology and culture.

“The financial industry is in a revolutionary period,” stated Brad Bergmooser, President and CEO of Financial Plus. “It’s an honor that *Viewpoint* noticed our ambition and invited Financial Plus to share our story on a national scale. Our fearless approach stems from our roots in Flint and having the auto industry as our founding institution— an industry that has also continued to embrace innovation and progress. Today, we’re tailoring our solutions to a more relationship-based approach while remaining committed to technology and new ways to bank.”

Viewpoint’s crew traveled to Michigan to film with Financial Plus employees at their Fenton location. They captured Brad Bergmooser discussing how credit unions help members reach their financial goals, and Financial Wellness Coach, Ciara Kolasinski, elaborating on Financial Plus’s dedication to educating the community and promoting financial literacy. The segment also features a personal testimonial from Financial Plus member, Teresita of Davison, Michigan.

The goal of *Viewpoint with Dennis Quaid* is to enlighten the audience by delivering diverse informational and educational short-form documentaries. *Viewpoint* is on the cutting edge of the television documentary industry, producing quality programming for Public Television. There were two Financial Plus segments produced: a five-minute educational segment for Public Television, and a one-minute educational commercial spot for major networks. These segments will air beginning September 11, 2023. To view our *Viewpoint* series online, click the following link: www.myfpcu.com/viewpoint.

About Financial Plus Credit Union: Since 1952, Financial Plus has been putting today’s needs and tomorrow’s dreams all within reach. Owned by over 81,000 members with \$1.3 billion in assets, the credit union provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit www.myfpcu.com or call (800) 748-0451.



Financial Plus Credit Union President and CEO, Brad Bergmooser, preps for his interview with *Viewpoint*.

###