

**FOR IMMEDIATE RELEASE**

**TRUWEST® CREDIT UNION LAUNCHES REFRESHED WEBSITE**

Tempe, Arizona – August 29, 2017 – After months of review, research, programming and design, TruWest Credit Union is happy to announce the launch of the credit union’s new, redesigned website.

TruWest’s goal with the updated [TruWest.org](https://www.truwest.org/) is to stay current with its online presence by creating an improved website experience, while still keeping the same online banking capabilities that its members are accustomed to. Improvements over the past website include a new, cleaner layout, a simpler form of navigation, a blog for the most recent credit union updates and news items, and a more intuitive search feature.

“The focus during the overhaul process was to give our site a much needed refresh, but also keep its current functionality to allow our members to still accomplish the everyday actions they’re used to,” said TruWest President and CEO Alan Althouse. “The newly refreshed website is going to be a breath of fresh air to our members and online visitors. We will continue to make strides in our digital platforms in order to appeal to all of those who inquire about our credit union.”

**About TruWest Credit Union**

TruWest Credit Union is headquartered in Tempe, Ariz., and operates as a cooperative to provide its membership with a lifetime of quality financial services and a culture of caring for its members, employees and communities. TruWest is a strong and sound financial institution with more than 82,000 members and assets totaling more than $1 Billion. TruWest Credit Union has 13 branch locations—ten in the metro Phoenix area and three in Austin, Texas. For more information, visit the new [truwest.org](https://www.truwest.org/).