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Capital Credit Union Announces Partnership with Quarterback Jordan Love

GREEN BAY, Wis. — Sept. 10, 2026 — Capital Credit Union officially added quarterback Jordan Love to its hometown team through a marketing and community-focused partnership uniting two trusted Northeast Wisconsin-based entities.

“Jordan Love's mission to make a positive impact on society aligns with Capital Credit Union's vision to inspire financial well-being for all through access, care, and collaboration, while working to create a more caring world,” said Laurie Butz, Capital Credit Union President and CEO. “This partnership will allow us to showcase how our team serves with heart alongside a respected leader in Jordan, who does the same, on and off the football field.”

As an extension of Capital Credit Union’s commitment to “doing the right thing,” a portion of the partnership supports Love’s “10VE for Cleats” program presented by U.S. Venture, which equips youth athletes in Wisconsin and Bakersfield, California with cleats.

“I’ve learned a lot about tradition during my time in Green Bay, and I’m proud to team up with Capital Credit Union - an organization that has a storied history in Northeast Wisconsin,” said Love.

Love will appear in promotional campaigns and community initiatives in partnership with Capital Credit Union throughout the duration of the 2026-27 season. For more information on the partnership, visit CapitalCU.com/Love.

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About Capital Credit Union

Capital Credit Union is a member-owned financial cooperative headquartered in Green Bay, Wis., with 25 locations across Northeastern Wisconsin. It has assets of \$2.8 billion and serves more than 130,000 members through its branches. Capital Credit Union’s vision, mission and values guide it in inspiring financial well-being for all and strengthening the communities it serves. Capital Credit Union provides free financial education opportunities through in person and digital experiences, serving over 32,000 individuals in 2024. These initiatives received the 2025 The Difference Grant from The Wisconsin Credit Union League. More information can be found at www.capitalcu.com.