

FOR IMMEDIATE RELEASE



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**CONNEXUS CREDIT UNION REOPENS WISCONSIN RAPIDS BRANCH  
AND CELEBRATES NEW INVESTMENTS IN THE COMMUNITY**

**Wausau, Wis.** (October 18, 2021) – Connexus Credit Union reopened its newly remodeled Wisconsin Rapids Branch with a ribbon cutting ceremony last week and announced plans to create local employment opportunities while also improving the functionality, security, and efficiency of its Wisconsin Rapids branch with an extensive remodeling project.

Connexus President & CEO Boyd Gustke welcomed the Heart of Wisconsin Chamber of Commerce, Wisconsin Rapids Mayor Shane Blaser, and Connexus team members with remarks about the purpose of the remodel and the significant impact it will have on the community. “One of the commitments Connexus made when we opened this branch back in 2018 was that we would invest not only in the Wisconsin Rapids community, but in our physical branch location,” stated Gustke. “With this extensive remodel, we have effectively invested in both - creating new employment opportunities, an upgraded experience for the community members we serve, and a modernized building design consistent with the revitalization we see happening throughout the Rapids area. In addition, we’ve invested more than \$588,000 in community organizations over the past three years and look forward to future investments and collaboration as we grow.”

Wisconsin Rapids Mayor Shane Blaser commented on the recent growth of the Rapids community and expressed his gratitude to Connexus for its contributions to the community and its economy. “As you look up and down Eighth Street, you can see all the construction and exciting changes happening, and this dramatic remodel makes the Connexus building a great fit for the area,” stated Blaser. “I want to thank Connexus for making this investment in Wisconsin Rapids - not only for investing financially, but also for bringing job opportunities to our community.”

The extensively remodeled branch now features a redesigned floor plan to improve traffic flow; booth and office spaces for enhanced privacy; digital, self-service stations to limit wait time and maximize efficiency; a spacious and comfortable waiting area; a 42-person capacity Support Center; and a Solutions Center for member support services and employee education. The branch’s exterior received a facelift with a refreshed entry, new lighting, and upgraded landscaping. Since reopening, the branch has returned to normal hours of operation. Branch hours can be found on their [website](#).



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**About Connexus Credit Union** – Serving more than 390,000 members across all 50 states, Connexus is a member-focused cooperative with over \$3.7 billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as an industry-leading Digital Banking experience and competitive rates for personal, home, and auto loans. The Wausau, WI-based credit union has been nationally recognized for excellence by Forbes, CNN Money, NerdWallet, Kiplinger, and Bankrate.com. Connexus is committed to being a nationally relevant, trusted credit union, providing exceptional experiences and fostering prosperity for those it serves.