



Clark County Credit Union Rebrands as Create Credit Union in Landmark 75th Anniversary Year

LAS VEGAS, Nev —March 11, 2026 - Marking 75 years of service to Southern Nevada, Clark County Credit Union today announced it will rebrand as Create Credit Union, launching a new chapter that reflects continued growth, a broader membership base and a commitment to financial innovation.

The new identity will be officially unveiled at a Rebrand Launch Celebration on March 26, where nonprofit partners will be recognized with charitable contributions in honor of the anniversary year. The event will also feature a large-scale mosaic created from member-submitted photos forming the new tagline, "Create the Life You Want," along with member giveaways and a new account promotion.

"We've always appreciated the tradition and strong brand identity of Clark County Credit Union," said Matt Keshaw, CEO of Create Credit Union. "However, one challenge we noticed was that the name created a barrier for some in our community, leading people to believe they couldn't join unless they were directly connected to Clark County. This limited our reach and prevented many from benefiting from the services we offer. Our new name is a significant step forward in removing this obstacle. The new brand is inviting and inclusive, making it clear that everyone in our community is welcome to join."

Founded in 1951, the member-owned financial cooperative has grown into a regional institution serving more than 60,000 members, managing \$1.6 billion in assets and operating six branches across Southern Nevada, with plans to open a branch in Nye County later this year as part of the credit union's expanded field of membership.

For decades, the credit union has served first responders, municipal workers, healthcare professionals and small business owners across the region, helping families buy homes, launch businesses and build financial stability. The new name removes geographic limitations related to membership eligibility while better representing the organization's forward-looking mission.

The transition comes as a branding update and not the result of a merger or acquisition. Members will see no changes to their accounts, routing numbers, online or mobile banking access or the local team they know and trust. The credit union remains locally governed, financially strong and member-owned.

The rebrand follows a period of significant momentum. The credit union has had unprecedented growth, and recently ranked as Nevada's leading SBA 504 lender, directing more than \$9 million in funding to small businesses during the most recent reporting period.

Create Credit Union is also expanding financial education programs, digital banking tools and small-business resources designed to give members more clarity, control and confidence in their financial future. These efforts underscore the organization's role in supporting entrepreneurs, expanding economic opportunity and investing in community partnerships throughout Southern Nevada.

Throughout its 75th anniversary year, Create Credit Union plans to introduce new programs, expanded services and enhanced access designed to deepen financial empowerment and support continued regional growth. "For three-quarters of a century, our members have trusted us with their financial futures," Kershaw said. "As Create Credit Union, we're building on that legacy with renewed energy and a focus on what comes next. We're proud to serve this community and excited about the future we're creating together."

To learn more about Create Credit Union, visit [New Brand | Clark County Credit Union](#). After March 12, the new website will be www.createcu.org.

About Create Credit Union

Founded in 1951, Create Credit Union, formerly known as Clark County Credit Union (CCCU), is a not-for-profit financial institution serving more than 60,000 members, including municipal employees (Clark County, City of Henderson, City of Las Vegas, and City of North Las Vegas), medical professionals, members of Nevada Public Radio (KNPR), and numerous select employer groups. With \$1.6 billion in assets and six branches throughout Southern Nevada, Create Credit Union is committed to helping members achieve financial success through education, innovation, and community partnership. Learn more at www.cculv.org.

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