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### **DayMet Credit Union Announces New Name: Treadwell Credit Union**

Dayton, OH – September 2, 2025 - DayMet Credit Union, a trusted financial partner in the Miami Valley since 1957, is proud to announce that it is changing its name to **Treadwell Credit Union**. The new name is more than a fresh look—it's a strategic step forward, designed to eliminate long-standing market confusion with another similarly named financial institution in the region and to better reflect the organization's values, legacy, and bold path ahead.

"We've been here since 1957, originally founded for and by GM employees," said Steve Shore, President/CEO. "With this name change, we're honoring our roots while paving the road for our future."

The name **Treadwell** was chosen with intention—it pays tribute to the credit union's automotive beginnings and symbolizes momentum, journey, and partnership. It echoes the organization's long-standing mission to be more than just a financial institution, but a trusted partner helping members move forward in life with confidence.

"Our tagline says it best: *Partners on the road forward*," says Jaime Crooks, Chief Marketing Officer. "Treadwell isn't just a name—it's a promise that we'll continue walking alongside our members, doing good for our community, and helping individuals and families achieve financial wellness."

Though the name is changing, everything else remains the same: the same team, same locations, and same commitment to excellent member service. All accounts, cards, and services will continue without interruption.

The credit union's strong focus on community empowerment will also remain at the heart of its operations. Through its "Do Good" mission, Treadwell Credit Union will continue supporting causes, organizations, and programs that make the community stronger.

#### **What This Means for Atrium Members**

Earlier this year, **Atrium Credit Union joined forces with DayMet**, and as a result of this name change, **Atrium is now proudly a Division of Treadwell Credit Union**. Members of Atrium will experience no changes to their local branch, team, or services—just a new name that unites them with an even stronger network of support and financial resources.



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**About Treadwell Credit Union**

*Founded in 1957, Treadwell Credit Union (formerly DayMet Credit Union) is a full-service financial cooperative dedicated to serving individuals and families across the Miami Valley and beyond. With a commitment to financial empowerment, community growth, and personalized service, Treadwell empowers members to reach their financial goals—no matter where the road leads. For more information about the credit union, visit their website at <https://www.treadwellcu.com>.*