



WELCOME TO OUR FIRST MEMBER NEWSLETTER!

THE PARDA POST — VOLUME 1, NUMBER 1 — 2023

Dear Member,

I'm excited to introduce you to the Parada Post, our new e-newsletter exclusively for members of Parada Credit Union.

We plan to publish a new issue every quarter (three months) and will make each and every one filled with information you can use. For example, in this issue, we have an article that contains tips for buying a new car. As well as a list of upcoming days when our branches will be closed.

We'll also use this platform to announce new products and offers, as well as promote current products that you might not be aware of. Plus mix in some fun facts for good measure — like how the Credit Union got its name.

As this is a brand-new effort, we welcome all suggestions. After all, like everything we do at Parada, it's for the benefit of members like you. Send your thoughts to marketing@parada.com. We look forward to hearing from you.

Sincerely,

Kimberly Jones

Kimberly Jones
President/CEO

BUYING A NEW CAR? HERE ARE SOME TIPS!

Buying a car can be an exciting and fun experience, but it can also be stressful and overwhelming, especially when it comes to the financing part. One way to make the process smoother and more manageable is to get pre-approved for a car loan from Parada before going car shopping.

In addition to knowing how much car you can afford, getting pre-approved for a car loan can help you negotiate a better deal on a car since it's almost like you are paying in cash. It can also save you time because you can skip the whole "sit down with the finance manager" step.



Parada can help you get pre-approved for a new or used vehicle loan. We finance all types of vehicles, including EVs, RVs, and ATVs. We can even help you buy out a lease or refinance a vehicle you already have a loan for. What's more, we can offer additional guidance on [what to do before visiting a car dealership](#).

To learn more, visit your nearest Parada branch or call 1.800.860.5640.



HOW DID THE CREDIT UNION GET ITS NAME?

Great question! Like most credit unions, Parda was started to serve the needs of people with a common bond.

In our case, the first members were the workers at the Detroit facility of the Parke-Davis pharmaceutical company, and our name was inspired by their employer: **Par**(ke)-**Da**(vis). Get it?

Since then, our field of membership has expanded well beyond one company, and we are committed to serving the needs of all of our members — no matter how or why you first joined.

Got a question about Parda you'd like an answer to? Send it to marketing@parda.com and we'll try to get it answered in a future issue of this newsletter!

SPECIAL OFFERS FOR THE YOUNGER GENERATION.

April is National Credit Union Youth Month, and Parda is celebrating with a few extended special offers for members under 18. We're doing this to encourage children to establish good savings habits.

APRIL AND MAY

For these months, all new **youth accounts** will receive a match of up to \$25 — open an account with \$25 and we'll deposit an additional \$25, doubling your money!* What's more, at the end of May, all youth accounts will be entered into a drawing to win an additional \$50!**



HAVE COMMENTS, QUESTIONS, SUGGESTIONS? SEND THEM TO MARKETING@PARDA.COM.

*Credit Union membership required. Additional terms and conditions apply.

**For complete rules, including how to enter without a purchase or transaction, please see parda.com/youth. Some restrictions apply.

***Balances over \$500 will earn at current share rate; refer to rate sheet or view rates online. Additional terms and conditions apply.

HAVE YOU CHECKED OUT THESE PARDA PRODUCTS?

- **Vehicle Loans** — Competitive rates on new and used vehicles, lease buyouts, refinancing. Loans available for EVs, RVs, and ATVs!
- **Home Loans** — Buy a new home or refinance the one you already live in. Home Equity Loans available for funding repairs, education costs, and other major purchases — or debt consolidation.

Visit parda.com or your local branch for more details.

UPCOMING BRANCH CLOSINGS

Monday, May 29

Memorial Day:
All Branches Closed

Monday, June 19

Juneteenth:
All Branches Closed

Monday, July 3

Monday before Independence Day:
Rockford, IL Branch Closed

Tuesday, July 4

Independence Day:
All Branches Closed



THE FREEDOM TO BE YOU