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Clark County Credit Union Debit Card Users Earn Gift Cards Through CCCU Debit Plus

[Las Vegas, Nev.] — May 27, 2022 — At a time when many larger financial institutions are ending their debit card gift cards offerings, Clark County Credit Union has unveiled a new program that offers rich gift cards to debit card users.

“Consumers have discovered the ease and convenience of using debit cards for their daily lifestyle needs,” said Dave Upham, Chief Operating Officer. “We’ve found that our program offers greater gift cards than our competitors’ programs. Our account holders are eligible for gift cards for as with as few five transactions while other programs require thousands of points before redemption.”

Under the program, cardholders can earn gift cards for using their debit card on purchase transactions made with signature or PIN. Offering gift cards for PIN-based purchases is unique for gift cards programs. “We want to ensure that our account holder achieve the most value possible with the program and feel it is natural to include both signature and PIN-based purchases for that reason,” said Matt Kershaw, President and CEO.

Account holders will receive direct mail or an email alerting them that an account has been created for them or that gift cards have been deposited into their account.

Multiple gift cards are available, putting the gift card choice directly into account holders’ hands. “Research has shown that the gift card is more valuable to the consumer if they are able to select it themselves,” said Upham. “We’ve worked to create a program that will be most beneficial for our growing number of Clark County Credit Union debit card users.”

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About Clark County Credit Union

Founded in 1951, CCCU is a not-for-profit financial institution serving over 50,000 members who are 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. CCCU has assets of \$1.1 billion and six branches throughout Southern Nevada and has given back more than \$70 million in Bonus Dividends since 2001. More information about CCCU can be found online at www.ccculv.org.

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