

## Invest in America Partners with DIRECTV

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LIVONIA, Mich. — Consumers can now enjoy the benefits of CU membership when they watch TV.

Thanks to the latest partnership announced by Invest in America, credit union members across the U.S. will receive \$5 off their monthly [DIRECTV](#) bill for the first one year. In addition to the discount, the agreement also places \$15 into members' checking accounts for each new DIRECTV activation. Members must pay for the satellite service via bill pay to receive the \$15.

The offer begins April 1. CU members go to [www.lovemycreditunion.org](http://www.lovemycreditunion.org), click on the DIRECTV offer, enter the credit union's routing number and name, and are taken to a DIRECTV microsite to sign up for the discounts.

"We're helping credit unions provide an incentive for members to take a transaction account," said [David Adams](#), CEO of [CUcorp](#), which manages the Invest in America program. As a bonus, for every new DIRECTV activation, \$10 will also go to the [Credit Union for Kids Miracle Network](#). "We think this gives consumers another good reason to be a credit union member."

In addition to Invest in America's main focus—savings on GM and [Chrysler](#) new cars and trucks—the program now offers CU members discounts through [Sprint](#), FTD, CU Benefits Express, Allied Moving and Storage, CompleteTax, and [Equity LifeStyle Properties](#).

CUcorp is a subsidiary of the [Michigan Credit Union League](#).

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