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### **Ralston Arena renamed Liberty First Credit Union Arena**

Ralston, NE—Liberty First Credit Union Arena will be the new name of the arena in Ralston according to leaders from the City of Ralston and the private sector arena management group, Spectra, at a press conference today.

Liberty First Credit Union (LFCU) is a member-owned, not-for-profit financial cooperative. The organization focuses on providing its members with affordable financial services and working with members to achieve their financial goals. Liberty First has four Lincoln locations, a branch in Seward, and has recently opened a new branch in Omaha at 108<sup>th</sup> & L Street.

Frank Wilber, President and CEO of Liberty First Credit Union, said the company chose to be Ralston Arena's naming rights partner because of the sense of community at the facility. "It is more than just an arena. It is a community hub that brings people together. I am an avid recreational hockey player and the arena hosts several hockey leagues and a variety of other accessible, local events. It makes the Metro a better place. As a company that believes in 'People Helping People,' we view this opportunity as a natural fit. "

Wilber said LFCU was also impressed with the leadership of and commitment to the arena, "Spectra and the City of Ralston are striving to make the Liberty First Credit Union Arena a top-notch entertainment venue that features sold-out national acts and fun-filled local events that build the community."

"Today's announcement is evidence of the arena's evolution into a regional leader for event centers of our class. It is a great place to be for high quality, affordable, entertainment," said Rick Hoppe, Ralston City Administrator.

Hoppe said Ralston was fortunate to find a naming rights partner like LFCU. "Liberty First Credit Union is a well-respected financial institution with deep Nebraska roots. The credit union industry's motto of 'people helping people' aligns perfectly with the values of the people of Ralston."

Director of Marketing for the Arena, Brooke Schulz, said the Arena is booking more and better shows than ever before. She touted national acts that were announced earlier this week including Cole Swindell and Alice Cooper. "We are thrilled to have the opportunity to partner with Liberty First Credit Union and have them share in our successes as we continue to source exciting entertainment options for the City of Ralston and the surrounding communities."

Michael Sanchez, a local businessman, Ralston City Councilmember, and a vendor at the arena, said this partnership adds even more excitement to the city, which has received millions of dollars in private sector investment in the past few years. "The partnership with Liberty First Credit Union is a win not only for the arena and the businesses associated with it, but for the people of Ralston and everyone in the greater Omaha metro area."

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