



In the News: April 2020

Alliance Catholic Credit Union and Madonna University Announce Long-Term Partnership

Madonna University, in conjunction with Alliance Catholic Credit Union, is proud to announce the signing of a long-term sponsorship agreement that will help transform the athletics department as it relocates to the Performing Arts, Athletic, and Academic Center (PAAAC) next season and will bring to campus additional amenities for students, faculty, and staff.

“We are extremely grateful for all that the great people at Alliance Catholic Credit Union have done for the Madonna University,” said Madonna President Michael A. Grandillo, Ph.D. “This agreement is a wonderful blessing during some very unsettling times, and I am humbled by the Credit Union’s generosity, and commitment to education. What they are doing at Madonna will help us to continue to change lives.”

The centerpiece of the agreement involves naming the gym, at Madonna’s PAAAC, the Alliance Catholic Credit Union Arena. The naming rights include a new state-of-the-art playing surface, scoreboards, and bleachers. All much-needed upgrades ahead of the 2020 fall season. The PAAAC is located on Newburg Rd. just north of I-96, next to the Madonna Athletics Complex.

“We are excited to support Madonna’s commitment to excellence in academics and athletics through this long-term relationship,” said Alliance Catholic Credit Union President and CEO Rob Grech, a Madonna Alum. “The values that Madonna University lives and breathes align perfectly with our mission, and their continued growth shows that the community embraces what they offer. We’re blessed to bring trusted financial services inspired by Catholic values to such an exemplary institution.”

In addition to Alliance Catholic Credit Union Arena, Alliance Catholic will continue to be the presenting sponsor of the Madonna Athletics mobile app (available on Google Play and iOS) and the Crusaders' web-based graphics platform, Scoreshots, which enables the athletics communications office to quickly get social media and other graphics made and distributed to fans in a stress-free manner.

ACCU will continue to be prominently featured on all Madonna Athletics Network broadcasts and will be the presenting sponsor on the Alliance Catholic Credit Union Arena score table for the length of the contract.

"Opening the PAAAC will mark a new era for Madonna Crusader Athletics," said Madonna Athletics Director Scott Kennell. "Our goal is to provide the best experience possible for our student-athletes and partnering with Alliance Catholic Credit Union will help us achieve that. This partnership is an invaluable next step in enhancing the overall student-athlete experience."

The deal also opens the door for Alliance Catholic to build an on-campus branch, similar to their University of Detroit Mercy branch, which will provide students, faculty, and staff access to financial services on campus as well as hands-on work experience. The partnership also will bring an ATM to the Livonia campus and ACCU will provide numerous literacy education seminars for students, faculty, and staff.

About Madonna University

Liberal arts education, career preparation and service-learning have been the hallmarks of a Madonna University education for more than 80 years. Conveniently located at I-96 and Levan Road in Livonia, Madonna is Michigan's most affordable, Catholic, liberal arts university. Veteran- and transfer-friendly, Madonna offers nearly 100 undergraduate and 35 graduate programs in the colleges of arts and sciences, education and human development, nursing and health, and the School of Business. Madonna boasts 22 men's and women's athletic teams, 35+ student organizations, and state-of-the-art residence halls. To learn more visit www.madonna.edu/.