



Meritrust x
CREDIT UNIONSM

JACOB ELLIS
DIVISION I • LINEBACKER





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FOR IMMEDIATE RELEASE

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Boulder, Colorado, September 17, 2025 –Meritrust Credit Union is proud to announce its partnership with Division I linebacker Jacob Ellis.

This partnership brings together the shared commitment to empowering individuals and strengthening communities. Together, Meritrust and Ellis will help lead the next generation to be financially fearless, take charge of their futures, and empower others to believe in what's possible.

"Our NIL partnership with Jacob has truly been a great experience. This athlete is all heart, soul and dedication. Pure inspiration. I know people will connect with his story showcased in our commercial and we could not have picked a better person to help us introduce Meritrust to the Ft. Collins and Denver markets. We are proud to cheer him on this season!" said Jamie Harrison, EVP/Chief Growth Officer.

"I'm excited to partner with Meritrust because we share the same belief that everyone deserves the chance to build their own legacy," said Jacob Ellis. "This partnership is about lifting people up and helping them believe in what's possible."

With this partnership, Meritrust and Jacob Ellis are building stronger futures through financial education and empowering individuals to own their destiny.

About Meritrust Credit Union

Meritrust Credit Union is a not-for-profit financial institution dedicated to helping members improve their relationship with money since 1935. With an asset size of nearly \$4 billion, Meritrust operates 33 branches across Kansas and Colorado, with key administrative offices in Wichita, Kansas, and Broomfield, Colorado. To carry out their mission of improving the lives of members and the communities they serve, Meritrust offers consumers and businesses the products, services, tools and education needed to achieve their financial well-being goals confidently. The credit union is an equal housing opportunity lender and is federally insured by NCUA. For more information, visit meritrustcolorado.com.

About Jacob Ellis

Jacob Ellis is a captain and Division I linebacker in Colorado. Ellis carries on the Ellis legacy, as his father was a standout tight end, and his grandfather was a WBA world heavyweight boxing champion. Ellis holds a bachelor's degree in liberal studies and is currently pursuing another bachelor's degree in criminal justice.