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FOR IMMEDIATE RELEASE

Kirtland Credit Union's Fourth Annual Season of Giving Delivers Critical Support Across New Mexico

Albuquerque, N.M. – January 28, 2026 — What began four years ago as a simple idea has grown into one of Kirtland Credit Union's most meaningful annual traditions. This year, Kirtland CU's **Fourth Annual Season of Giving** once again rallied employees, members, and community partners to support New Mexicans facing food insecurity and hardship during the holiday season.

Running from Thanksgiving through the first week of the New Year, the **2025 Season of Giving** mobilized the entire Kirtland CU community. Through partnerships with organizations including **Roadrunner Food Bank, Central New Mexico Community College (CNM), the UNM PAVE Program**, and several groups serving the Kirtland Air Force Base community—the **Kirtland Partnership Council/Air Force Research Lab Food Drive, Veterans Integration Center Food Pantry, First Sergeants Council Warm Hearts Program, the Kirtland Air Force Base Military and Family Readiness Center**, and the **Kirtland Air Force Base Chapel and Fire Department Cheer Program**—the initiative generated **more than \$70,000 in community support**. In addition, Kirtland CU members contributed **over 1,000 pounds of food**, all donated to **Roadrunner Food Bank Albuquerque**.

"Season of Giving is about more than donations—it's about standing with our neighbors and supporting the organizations doing critical work in our communities," said **Matt Rarden, President and CEO of Kirtland Credit Union**. "We are incredibly proud of the generosity our employees and members show each year, and grateful to the partners who help turn that generosity into meaningful impact for New Mexicans."

Now in its fourth year, the Season of Giving continues to expand, deepening Kirtland CU's longstanding commitment to the communities it has served for more than six decades. From assisting families on Kirtland Air Force Base to helping address food insecurity statewide, the initiative reflects a core belief at the heart of Kirtland Credit Union: **when our community thrives, we all thrive**.

About Kirtland Credit Union

Founded in 1958, **Kirtland Credit Union** is dedicated to helping members live with confidence through innovative financial solutions and personalized service. With over \$1.1 billion in assets and more than 52,000 members, KCU proudly serves New Mexico and maintains a deep connection to the military and civilian workforce at Kirtland Air Force Base. For more information, visit [KirtlandCU.org](https://www.kirtlandcu.org)

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