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## **Landmark Credit Union Announces New, Multi-Year Partnership with the Milwaukee County Zoo**

*Zoo Visitors to Enjoy Landmark Landing Picnic Area, Surprise and Delight Moments and a New Lighthouse Birdhouse to support local bird populations*

**MILWAUKEE — Aug. 26, 2025** — Wisconsin-based [Landmark Credit Union](#) today announced a new partnership with the Milwaukee County Zoo, reinforcing its commitment to support the communities it serves.

“For family, friends and members throughout Wisconsin, a trip to the Zoo is an enjoyable and memorable experience,” said Jay Magulski, president & CEO of Landmark Credit Union. “We are excited to be a part of it, supporting the connection between the community and the animals, while further broadening our presence in the Milwaukee area.”

The new two and-a-half-year sponsorship agreement features the Landmark Landing, a great space by Lake Evinrude to break for a meal or snack; a few surprise and delight moments in which Landmark Credit Union will make appearances at the Zoo providing extra fun for families; ticket giveaways to encourage Zoo visits; and the upcoming creation of a lighthouse birdhouse as a unique touch to support local bird populations.

“We are excited to begin our partnership with Landmark and believe their long-standing values of serving the community align with the Zoo’s,” Milwaukee County Zoo Executive Director Amos Morris said. “Sponsorships allow us to continue to pursue the highest-level of animal care and aid us in strengthening the connection between animals and humans. Working with Landmark will be a positive addition for the Zoo and the greater Milwaukee community.”

For more than 90 years, Landmark Credit Union has been committed to making a positive impact and building relationships, locally. In addition to the new sponsorship with the Zoo, Landmark continues to pay out its mission of connecting with the community through its:

- Presenting sponsorship of the Milwaukee Admirals
- Annual support of more than 100 organizations, including Children’s Wisconsin, United Way of Greater Milwaukee & Waukesha County and more
- Regular volunteerism by 1,000+ associates

For more information about Landmark in the community, visit <https://landmarkcu.com/about-us/community/>.

**About Landmark Credit Union**

Founded in 1933, Landmark Credit Union is a not-for-profit financial cooperative that's focused on serving its members by delivering great rates and low fees, providing personal service and investing in improved member experiences. Landmark Credit Union has more than \$7 billion in total assets, 35 branches, more than 400,000 members and 1,000+ employees. For more information, visit [landmarkcu.com](https://landmarkcu.com).

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