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PRESS RELEASE

TDECU Named Presenting Sponsor Of Big 12 Homecoming Celebration at University of Houston



TDECU, Houston's largest credit union, has partnered with the Big 12 Conference to bring three days of entertainment and community engagement to the University of Houston, the newest member of the Big 12.

The Big 12 Homecoming celebration will run from Thursday, September 14 through Saturday, September 16, culminating with the showdown between the University of Houston Cougars Men's football team and the TCU Horned Frogs.

The celebration begins with the Be You Women's Empowerment event on Thursday, September 14 from 11 a.m. to 3 p.m. inside Fertitta Center, 3875 Holman Street. TDECU's Chief Marketing and Digital Officer Sheiludis Moyett will be a featured speaker during a panel discussion focusing on female student-athletes and female leaders impacting change across campus.

"TDECU is thrilled to be at the forefront of this monumental event. Our partnership with the Big 12 isn't just about sponsorship; it's about uniting the Houston community and the student body in celebrating a significant milestone," said Moyett. "We're not just presenting an event; we're fostering a sense of community and shared achievement."

On Saturday, Cougar fans will be able to join in one of the biggest tailgating parties of the season with a live performance by DJ James Kennedy, and limited-edition merchandise giveaways.

“Big 12 Homecoming is proud to collaborate with TDECU in celebrating the University of Houston’s entry into the conference,” said Big 12 Vice President Sean Desmond. “The TDECU brand is synonymous with the city of Houston, and we couldn’t be happier to partner with them in this special endeavor.”

[In June a historic \\$20 million dollar partnership extension](#) was finalized between TDECU and UH, maintaining naming rights for TDECU Stadium through 2034. The partnership also includes support in areas of financial literacy, career development, and food insecurity.

Key Highlights:

- **Women’s Empowerment Panel:** TDECU’s Chief Marketing Officer, Sheiludis Moyett, will be a featured speaker in a women’s empowerment panel, focusing on leadership, financial literacy, and the importance of diversity and inclusion.
- **Exclusive Cardholder Meet and Greet with Celebrity DJ:** TDECU cardholders will have the unique opportunity to meet and interact with a renowned celebrity DJ, offering an unforgettable experience.
- **Exclusive Big 12 T-Shirts for Students:** TDECU will offer exclusive, limited-edition Big 12 T-shirts to students, enhancing school spirit and pride.

Media Contact:

Mike O’Neill
moneill@tdecu.org
346-901-4982

Dionnica Porter
dporter@tdecu.org
346-287-4321

About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 378,000 Members and over \$4.7 billion in assets. TDECU currently has 39 service locations, including 35 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit [TDECU.org](https://www.tdecu.org) or call (800) 839-1154.