

Press Release
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Larger than Life!

Young Athletes Score Feature in TDECUCU+HTX Soccer Billboard



Sophia Miranda and Bryana Molina show off their skills for the new TDECUCU+HTX Soccer billboard.

Photo courtesy: TDECUCU

For Sophia Miranda, seeing herself towering above one of Houston's busiest highways was a moment she'll never forget.

"It's so big, and I can't believe everyone can see me up there!" said Miranda, the 9-year-old standout soccer player featured on a new billboard for TDECUCU and HTX Soccer. "I'm really thankful for this chance. Wow, I never imagined I'd be on a billboard. I love playing soccer, learning new things, and having fun with my coaches and teammates."

The billboard, located along the northbound lanes of I-45 near the University of Houston, also features Bryana Molina, a junior at Conroe High School. Both athletes play for HTX Soccer, the largest youth soccer club in the Greater Houston area.

The installation is part of an ongoing partnership between TDECU – Houston’s largest credit union – and HTX Soccer to support youth athletics and grow awareness of the sport across the region.



“I’m honored to represent HTX soccer and TDECU in this campaign, and proud to share this experience with Sophia,” said Molina. “Being a role model for younger players is something I never take for granted.”

The billboard debuted in early June, timed with the arrival of thousands of soccer fans visiting Houston for the international soccer championship. Featuring the message “Make Life Goals Happen,” the brand ad reinforces the partnership and possibilities TDECU and HTX Soccer offer their members and athletes, respectively, at every stage of their journeys.



Crystal Harris, Vice President of Community Development & Partnerships, said the initiative reflects a broader mission to deliver tangible value to the communities TDECU serves.

“Our partnership with HTX soccer is about more than just financial support. It’s about empowerment,” Harris said. “By supporting youth programs, TDECU is helping athletes build teamwork, discipline, and leadership skills that will serve them long beyond the game.”

“We’re thrilled to partner with TDECU on this unique billboard project,” said Director of Soccer Operations Simon Boddison. “As an industry leader, TDECU continues to set the standard through its commitment to the communities it serves. Our organizations share a common belief in the power of youth sports to inspire, develop, and strengthen communities, making this a natural partnership. We’re excited to continue aligning our efforts, supporting one another, and collaborating on future initiatives that will strengthen our impact across the region.”

The billboard will be on display throughout the summer.

Media Contacts:

Mike O'Neill
Moneill@tdecu.org

About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 400,000 Members and over \$5.1 billion in assets. TDECU currently has more than 30 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,

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and personal loan products, digital banking, and business/commercial services. 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.

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