



NEWS RELEASE

FOR IMMEDIATE RELEASE

Ardent Credit Union Named "Philly Favorite" for Second Consecutive Year

PHILADELPHIA (April 21, 2025) – For a second year in a row, [Ardent Credit Union](#) has been voted a "Philly Favorite" by the readers of The Philadelphia Inquirer, taking home gold in the Favorite Credit Union category.

This recognition is part of the Inquirer's annual Philly Favorites awards, which celebrate excellence across businesses and services in the Philadelphia region. More than 330,000 votes were cast by readers this year.

"We're incredibly honored to receive this recognition from the community for a second year running," said Robert Werner, President and CEO of Ardent Credit Union. "This award reflects our nearly five decades of commitment to putting members first and delivering smart, affordable, full-service banking throughout the Philadelphia region."

Ardent distinguishes itself through comprehensive financial education programs designed to guide members through life's financial milestones. These offerings include:

- [Auto Buying Concierge Program](#) - Helps members understand vehicle options, compare leasing versus ownership and negotiate fair deals
- [First Home Concierge Program](#) - Provides personalized support throughout the homeownership journey, from navigating the buying process to identifying grant opportunities
- [Ardent Money Ninja Training App](#) - Makes financial literacy engaging for younger members, complemented by age-appropriate youth banking products
- **Financial Education Content** - Delivers expertise to members on the go, including the [Ardent Exchange Podcast](#) and [The Nitty Gritty Blog](#)

Ardent maintains deep roots in the Philadelphia region through community partnerships, including ongoing collaborations with the YMCA and Villanova Athletics.

"This recognition highlights the importance of banking that's simple, friendly, and part of the community that it serves," Werner added. "We're committed to treating our members with the same care and compassion we'd offer to our own families."



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ABOUT ARDENT CREDIT UNION

Ardent Credit Union is a member-owned financial cooperative. Originally founded in 1977 by the employees of the SmithKline Corporation, Ardent has more than \$850 million in member assets. Headquartered in Philadelphia, Ardent serves Philadelphia, Montgomery, Delaware, Bucks, and Chester Counties. For more information, visit ArdentCU.org or call 800.806.9465.

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