



**Official Financial
Well-Being Partner of
Wichita State Athletics**





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Meritrust Partners with Wichita State Men's Basketball Player Pierre Couisnard and His Father, Former WSU Player and Current Assistant Coach, P.J. Couisnard

WICHITA, Kan.— Meritrust Credit Union is excited to announce its partnership with Wichita State University men's basketball player Pierre Couisnard and his father, P.J. Couisnard, former WSU guard/forward and current assistant coach. This partnership is all about family, legacy and the shared commitment to empowering Wichita.

"Basketball has always been about more than the game. It's about building a strong foundation with the right team – exactly how you succeed on the court and in life." said Pierre Couisnard. "Partnering with Meritrust gives me and my dad an opportunity to help people understand the importance of financial health."

P.J. Couisnard, who played a key role in WSU's 2006 Sweet Sixteen run, echoed his son's sentiment: "As a coach and father, I know how important it is to prepare for the next game, the next day, the next decade. The Meritrust mission aligns with what I've always taught Pierre and what I want to teach young athletes – managing money wisely now will create opportunities for success for the rest of their lives."

Together, PJ and Pierre embody the values of hard work, leadership, and giving back, making them powerful advocates for financial well-being and life skills for student-athletes. Through this collaboration, Meritrust, Pierre and P.J. want to spread the word about building confidence for students, families and every Shocker in the Wichita community.

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About Meritrust: Meritrust Credit Union is a not-for-profit financial institution dedicated to helping members improve their relationship with money since 1935. With an asset size of nearly \$4 billion, Meritrust operates 33 branches across Kansas and Colorado, with key administrative offices in Wichita, Kansas and Broomfield, Colorado. To carry out their mission of improving the lives of members and the communities they serve, Meritrust offers consumers and businesses the products, services, tools and education needed to achieve their financial well-being goals confidently. The credit union is an equal housing opportunity lender and is federally insured by NCUA. For more information, visit meritrustcu.org.

About P.J. and Pierre Couisnard: P.J. Couisnard is a former Wichita State University basketball guard/forward best known for his leadership during the Shockers' historic 2006 Sweet Sixteen run. Today, he's an assistant coach for WSU, mentoring the next generation on and off the court. Pierre Couisnard, P.J.'s son, is continuing his dad's legacy as a guard on the Wichita State men's basketball team. With a passion for excellence and a drive to succeed, Pierre represents the next chapter of the Couisnard tradition — combining athletic talent with a dedication to education and community impact.