



Meritrust x
CREDIT UNIONSM

KAIDON SALTER
DIVISION I • QB





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Boulder, Colorado, September 19, 2025 – Meritrust Credit Union is proud to announce its partnership with Division I quarterback Kaidon Salter. Salter is currently pursuing a graduate degree in sports management.

Meritrust and Salter are both new to Colorado. Meritrust recently merged with Premier Members Credit Union, and Salter is a transfer student from Virginia. They share more than just a change of scenery; they share a drive to make a difference. This partnership represents the power of purpose-driven influence and the importance of financial well-being. By teaming up with Salter, Meritrust is amplifying its commitment to financial health, as well as Boulder and the entire Front Range.

“Our NIL partnership with Kaidon is a great way for us to introduce Meritrust to the Denver-Metro market,” said Jamie Harrison, EVP/Chief Growth Officer. “Kaidon is not only a great player, but also a true inspiration. We’re proud to highlight him this season, tell his story and introduce ourselves at the same time.”

“Partnering with Meritrust means a lot to me,” said Kaidon Salter. “I’m excited to see what we can accomplish together.”

Meritrust now proudly serves Colorado and looks forward to building something greater than the game alongside Kaidon Salter.

About Meritrust Credit Union

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 meritrustcolorado.com.

About Kaidon Salter

Kaidon Salter is a Colorado Division I quarterback and one of the most tactical players in the game. He is originally from Dallas, Texas, and has also played for the Liberty Flames and Tennessee Volunteers. Salter received his undergraduate degree in coaching and is currently pursuing his graduate degree in sports management.