

NEWS RELEASE



Media Contact:

Ryan Hughes
Suncoast Credit Union Public Relations Director
Cell: 813.417.7374
Email: ryan.hughes@suncoastcreditunion.com

Suncoast Credit Union and Busch Gardens Tampa Bay announce new partnership

TAMPA, Fla. (Sept. 21, 2026) – Bringing together a shared commitment to creating memorable experiences and strengthening communities, [Suncoast Credit Union](#) and [Busch Gardens Tampa Bay](#) are proud to announce a new partnership to provide exclusive benefits to Suncoast members while expanding the credit union's visibility throughout the park.

"At Suncoast Credit Union, we're committed to creating meaningful value for our members both inside and outside the financial world," said Kevin Johnson, president and CEO of Suncoast Credit Union. "Our partnership with Busch Gardens Tampa Bay allows us to offer exciting new benefits while celebrating one of Florida's most beloved destinations. We look forward to creating lasting memories for our members and their families."

As of Sept. 1, Suncoast Credit Union members can get \$10 off single day admission tickets to Busch Gardens Tampa Bay. This discount is valid on up to six tickets per transaction, allowing families and groups to save up to \$60 visiting Busch Gardens. This exclusive offer is available all year long for Suncoast members.

Additional details can be found [HERE](#).

New Suncoast members can also receive a Busch Gardens Fun Card when they register for this special offer, open a Suncoast membership and open or apply for a qualifying product, such as a checking account or auto loan.

The partnership is designed to expand the value of Suncoast membership by providing members and their families with ways to save and enjoy one of Florida's most popular attractions.

"Our partnership with Suncoast Credit Union brings together two organizations that are deeply committed to serving the Tampa Bay community," said Jon Vigue, president of Busch Gardens Tampa Bay. "As we continue to make enhancements to the park through our \$100 million investment, we're excited to welcome Suncoast as a Proud Partner of Busch Gardens Tampa Bay and provide their members with exclusive access to unforgettable experiences while continuing to invest in making every visit to the park even more memorable."

Beyond savings at Busch Gardens Tampa Bay, Suncoast Credit Union helps members save money year-round through exclusive discounts and partnerships with some of Florida's most popular attractions. **To learn more, visit our [Membership Benefits and Perks page](#).**

###

About Suncoast Credit Union

[Suncoast Credit Union](#) is the largest credit union in Florida, the seventh largest in the United States by membership and the 10th largest by assets, with more than \$22 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast operates 98 full-service branches and serves more than 1.5 million members statewide. As a local, community-focused credit union, anyone who lives, works or attends school in Suncoast's service area is eligible for membership. In August 2026, members of Launch Credit Union approved a merger with Suncoast. Launch will operate as Launch, a Branch of Suncoast Credit Union, during the transition period while the organizations work toward full operational integration by mid-2027. Guided by its "people helping people" philosophy, Suncoast is dedicated to supporting the communities it serves. Since 1990, the [Suncoast Credit Union Foundation](#) has raised and donated more than \$68 million to organizations and initiatives that support the health, education and emotional well-being of children. For more information, visit [suncoast.com](https://www.suncoast.com) or follow us on social media: [Facebook](#), [LinkedIn](#), [X \(formerly Twitter\)](#) and [Instagram](#).

About Busch Gardens Tampa Bay

Busch Gardens® Tampa Bay is the ultimate family adventure, offering 300 acres of fascinating attractions based on exotic explorations around the world. Busch Gardens is a unique blend of thrilling rides, an AZA accredited zoo with over 16,000 animals representing more than 200 species, and exciting seasonal events all year providing unrivaled experiences for guests of every age. For more information, visit [BuschGardensTampa.com](https://www.BuschGardensTampa.com). Busch Gardens is owned by United Parks & Resorts, Inc. (NYSE: PRKS), a leading theme park and entertainment company providing experiences that matter and inspiring guests to protect animals and the wild wonders of our world.