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Suncoast Credit Union Expands Orlando Presence with Lake Eola 5K Sponsorship

ORLANDO, Fla., Nov. 23, 2026 – Suncoast Credit Union will make its debut as title sponsor of the Suncoast Credit Union Lake Eola 5K in downtown Orlando on Sunday, Dec. 6. This marks the 44th running of the 5K, bringing runners, walkers and families together during the 50th OUC Orlando Half Marathon Weekend. The sponsorship further demonstrates Florida's largest credit union's commitment to supporting communities across Central Florida.

Suncoast's partnership with Track Shack Events is part of the credit union's growing investment in the Orlando market and its commitment to becoming a familiar, active part of the area. The two-year partnership, announced in January, names Suncoast as Track Shack's exclusive financial services sponsor and includes title sponsorship of the Lake Eola 5K. Together, the events provide year-round opportunities to promote physical activity, financial wellness and community connection.

Held at Lake Eola Park, the 5K welcomes participants of all ages and abilities and offers another way for the community to take part in a weekend celebrating wellness, community and connection. The event also benefits WESH 2's *Share Your Christmas* food and fund drive for Second Harvest Food Bank of Central Florida.

Event details

- Sunday, Dec. 6, 2026
- 5K start: 7:15 a.m.
- 5K awards: 8:30 a.m.
- Lake Eola Park, 195 N. Rosalind Ave., Orlando

More than 30 Suncoast employees will participate in the race weekend. Suncoast will also have a presence in the finish line festival area, where runners, spectators and families can connect with credit union representatives, explore financial wellness resources and learn more about planning for their financial futures.

“Suncoast was founded by educators, so we understand how meaningful it is when a community comes together to support its neighbors,” said Alisha Martin, vice president of business and economic development at Suncoast Credit Union. “This race celebrates wellness, connection and generosity, and we’re proud to support an event that invites people of all ages and abilities to participate while helping local families during the holiday season.”

The Suncoast Credit Union Lake Eola 5K is part of a milestone weekend that includes the 50th running of the OUC Orlando Half Marathon on Saturday, Dec. 5. Together, the races continue a longstanding Central Florida tradition centered on movement, achievement and community impact.

“At the heart of every Track Shack event is our community,” said Katelyn Presti, race director. “For 50 years, the OUC Orlando Half Marathon has been part of Orlando’s story, creating memories and bringing generations of people together. The Suncoast Credit Union Lake Eola 5K continues that tradition, giving families, friends and runners and walkers of all levels their own opportunity to be part of something special during this milestone weekend.”

For race information and registration, click HERE.

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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 $20.9 billion. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast operates 80 full-service branches and serves more than 1.4 million members statewide. As a community credit union, anyone who lives, works or attends school in Suncoast’s service area is eligible for membership. In 2021, Suncoast’s field of membership was expanded to include public K-12 teachers, college educators and educational support staff across all of Florida’s 67 counties. Suncoast is dedicated to supporting the communities it serves, guided by its “people helping people” philosophy. Since 1990, the Suncoast Credit Union Foundation has raised and donated more than $63 million to organizations and initiatives that support the health, education and emotional well-being of children. For more information, visit suncoast.com or follow us on social media: Facebook, LinkedIn, Twitter and Instagram.

About the Track Shack Family of Companies

Track Shack of Orlando opened for business in 1977 as a small retail operation focused on

selling running shoes and apparel. Owners Jon and Betsy Hughes were awarded Florida's Retailer of the Year 2015 by the Florida Retail Federation. Jon and Betsy also own Track Shack Events, a sports marketing company that specializes in marketing, management, and production of active lifestyle events. The award-winning professional staff has earned Track Shack Events a reputation as one of America's top sports marketing companies. Track Shack Events co-produced the 2024 U.S. Olympic Team Trials – Marathon in Orlando. The mission of Track Shack Events is to produce events that benefit the entire community, including runners, walkers, sponsors, and charities. Run to TrackShack.com.