



## **First four winners of the national Love My Credit Union® Campaign announced; cash awards donated to their favorite local charities**

LIVONIA, Mich. — November 14, 2016 — More than 137,000 public votes were cast nationwide in October in celebration of the country’s favorite credit unions, and the local charities they support, as part of the second annual Love My Credit Union® Campaign. The Love My Credit Union Campaign is a video contest hosted by CU Solutions Group and the Credit Union National Association.

Four charities will each be awarded a \$5,000 prize on behalf of the following October winners who had the top votes in each asset-size category:

- Clinchfield Federal Credit Union (TN) and the American Cancer Society’s Relay for Life of Unicoi County (TN)
- Northeast Community Credit Union (TN) and Assistance Resource Ministries (TN)
- ELGA Credit Union (MI) and The Flint Diaper Bank (MI)
- Alabama Credit Union (AL) and the Alabama Credit Union Foundation (AL)

The October winners and public voting for each month’s winners through December 16 can be viewed and tracked at the campaign website: [www.VoteLoveMyCU.org](http://www.VoteLoveMyCU.org)

Monthly credit union winners are chosen by popular vote and are awarded with charitable donations made on their behalf to their charity of choice\*. Additionally, members of the voting public are eligible to win cash prizes and charitable donations made in their name to their charity of choice.

“Credit unions are more than just financial institutions — we have a long history of charitable community involvement,” said CU Solutions Group CEO Dave Adams. “I’m excited to spread that message, and I’m even more excited to see how well the credit union community has responded.”

One of the Alabama Credit Union Foundation’s charitable efforts is with the Secret Meals for Hungry Children program, which provides food packs to children identified as going without food on weekends. **The program feeds more than 2,300 children across seven Alabama counties.**

“Childhood hunger is an epidemic that can be stopped with the help of local feeding programs,” said Kelley Jane Porter, marketing manager for Alabama Credit Union and its charitable foundation. “Through the donation that the Alabama Credit Union Foundation has received

from the Love My Credit Union® Campaign, 35 children will receive a food pack each weekend from the Secret Meals For Hungry Children program.”

“ELGA Credit Union is thrilled to have won the Love My Credit Union® Campaign monthly prize for our community, Genesee County,” said ELGA Chief Executive Officer Karen Church. “We help our community raise the money for families with children who literally cannot afford clean diapers. And we’re grateful to our community for diligently voting for this important cause.”

As part of the 2016 Love My Credit Union® Campaign, credit unions and credit union industry service organizations began submitting brief videos highlighting their favorite charities earlier this summer. As of October 31, 83 videos had been submitted to the campaign with more being uploaded each day to the public’s voting website: [www.VoteLoveMyCU.org](http://www.VoteLoveMyCU.org)

About the Love My Credit Union® Campaign:

The Love My Credit Union Campaign is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union® Rewards, in conjunction with the Credit Union National Association. In 2016, the campaign will award up to \$122,500 to credit unions for the charities they have selected.

**For consumers voting, go to [VoteLoveMyCU.org](http://VoteLoveMyCU.org) and use #LoveMyCreditUnion on social media.**

About CU Solutions Group:

CU Solutions Group is a credit union service organization that serves the credit union industry by offering solutions in technology, marketing and performance solutions. The company’s dedication to the credit union mission is reflected through service excellence to nearly 4,000 credit union clients across the country. CU Solutions Group is the home of the well-known credit union industry program Love My Credit Union® Rewards. Learn more at [CUSolutionsGroup.com](http://CUSolutionsGroup.com).

\*Charity must be a 501(c)(3)

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