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## Nationwide Credit Union Video Contest to Donate \$100K to Charities

**Livonia, MI (July 13, 2015)** -- Credit unions are all about giving back to their communities. Now they can prove it through a new video campaign that invites credit unions across the country to showcase their good works for a chance to earn tens of thousands of dollars for a chosen charity.

The contest is called Share the Love. The goal is to exponentially increase random acts of kindness across the country through encouraging credit unions to create and share videos that tell the story of the impact of small acts of human compassion while supporting charities in a big way.

Share the Love is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union Rewards, and the Credit Union National Association (CUNA).

### How it works:

Credit unions across the nation create videos demonstrating how they care for their communities. Credit unions upload those videos to [www.LoveMyCreditUnion.org/cusharethelove](http://www.LoveMyCreditUnion.org/cusharethelove). The public will be invited to vote on their favorite videos in each asset category - small, medium and large. The credit unions that submit the videos which garner the most votes will each choose a charity to receive a \$10,000 donation. By the campaign's end, up to \$105,000 will be awarded.

In addition, members of the public who vote throughout the campaign will have an opportunity to win \$15,000 in prizes.

### 2015 Timeline:

- August 1<sup>st</sup> – credit unions begin uploading videos
- October 1<sup>st</sup> – public voting begins
- October 1<sup>st</sup> – December 24<sup>th</sup> – Each month \$10,000 is awarded to the chosen charity in the name of the winner in every asset category
- The video with the most votes at end of campaign – regardless of asset size – receives another \$15,000 for the chosen charity

“Credit unions are already known for their generous spirit and dedication to the communities they serve,” said CU Solutions Group CEO David Adams. “We’re pleased to help them honor that commitment even further with Share the Love. Every dollar donated makes a huge impact.”

Complete submission guidelines and Share the Love campaign details can be found at:

[LoveMyCreditUnion.org/cusharethelove](http://LoveMyCreditUnion.org/cusharethelove).

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