



Contact: Liz Hoffius, Marketing Manager
Michigan Community Credit Union
1425 Parnall Road • Jackson, MI 49201
517.990.3731 • liz@micommunitycu.com

Michigan Community Credit Union Continues Their #FindTheFiesta Contest

Jackson, MI, March 8, 2016 – Michigan Community Credit Union purchased and fully wrap-branded a 2011 Ford Fiesta in the fall of 2015. The Credit Union is promoting the hashtag #FindTheFiesta, on the vehicle. A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic for social media use. The #FindTheFiesta hashtag was created as a fun and different way to interact and engage with the community. When the branded Fiesta is spotted, the Credit Union is welcoming the public to take a photo and post on Facebook, Twitter, Google Plus, or Instagram with the #FindTheFiesta hashtag. Of those that post using this hashtag, one winner will be randomly chosen to win a \$50 gift card and will be notified via social media. Participants are not required to be a Michigan Community Credit Union member. The winners are selected quarterly of each year, and the next drawing will occur in April of 2016.

Not only has the branded Fiesta been a focus on Michigan Community Credit Union's social media pages, the Credit Union has also driven it in multiple local events. "We are having fun driving the Fiesta in local parades," said Liz Hoffius, Marketing Manager of Michigan Community Credit Union. "We're excited to continue engaging with the community in this way and to see the pictures that are posted on social media using the hashtag."



Above: Michigan Community Credit Union employee Jessica Webb driving the CU branded car in Vandercook Lake High School's Homecoming parade.

About Michigan Community Credit Union

For 80 years, Michigan Community Credit Union is a full-service financial institution, serving people who live, work, worship or attend school in 16 Counties in Southern Michigan. Michigan Community Credit Union has over 17,000 members across southern Michigan with more than \$147 million in assets. The Credit Union has multiple Financial Education school partnerships. The Credit Union continually reinvests in its membership and community with some of the area's best interest rates on loans and dividend rates on savings accounts, competitive checking accounts, low fees, scholarships and Forward Thinking Grants. To find out how you can join, call 877.894.5033, visit micommunitycu.com, facebook.com/micommunitycu, or stop by any branch location.