



Contact: Mackenzie Martin, Marketing & Design Specialist
Michigan Community Credit Union
7845 Spring Arbor Rd, STE 6 • Spring Arbor, MI 49283
517.990.3738 • mackenzie@micommunitycu.com

Local Credit Union works with The Jackson Friendly Home to Raise Money

Jackson, MI, October 31, 2016 – Michigan Community Credit Union is participating in the second annual Love My Credit Union® Campaign, a video contest that awards tens of thousands of dollars to charities nationwide based upon votes from consumers. This year, Michigan Community Credit Union has teamed with the Jackson Friendly Home to produce a video that can be viewed and voted on by going to VoteLoveMyCU.org.

Since 1878, the Jackson Friendly Home has provided warmth, safety, and medical assistance for elderly women. Many of the ladies that come to the Friendly Home have experienced homelessness, abuse, neglect, and poor medical support. The Jackson Friendly Home bridges the gap for 45 women who otherwise could not afford the cost of living at other senior housing programs. Continued support of the Jackson Friendly Home will provide the necessary services for a happy and healthy life.

“One of the biggest reasons to volunteer is to make a difference in our community. I am grateful that I’ve had the opportunity to volunteer at the Jackson Friendly Home. The staff and volunteers make it a great living environment for the residents,” said Pam Thompson, Director of Operations at Michigan Community Credit Union.

Videos with the most public votes can win up to \$21,000 for their charity of choice. The official contest will run from October 1 to December 16, 2016, and monthly winners will be determined by most public votes. By the campaign’s conclusion in December, a total of \$122,500 will have been donated to selected charities throughout the country.

CU Solutions Group®, a national credit union service organization, and the Credit Union National Association (CUNA) launched this second annual Love My Credit Union® Campaign in July 2016. The Love My Credit Union® Campaign’s purpose is to highlight local community involvement by the credit union industry across the country. This year, credit union support organizations have been invited to participate in the campaign as well.



In the 2015 inaugural campaign, 132 credit unions across 35 states submitted videos and more than 426,000 public votes were cast. As a result of public participation in 2015, \$105,000 was donated to local charities on behalf of nine winning credit unions.

This year, there will be more donations to charity and more ways to win:

- Up to 50 \$1,000 state-level donations
- Eight \$5,000 donations
- One grand prize winning credit union and one credit union support organization will each receive a \$15,000 donation.
- The campaign will also award five randomly selected campaign voters a \$500 gift card, plus a \$500 donation to the charity of their choice.



Above: (From Left to Right) Michigan Community Credit Union employee Abba Reeve hands a dish of ice cream to a resident of the Jackson Friendly Home during an ice cream social.

About Michigan Community Credit Union

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 18,000 members across southern Michigan with more than \$168 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.

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.