



INFORMATION FOR RELEASE

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Advia Credit Union Announces #AdviaMural Campaign to Benefit Children's Miracle Network Hospitals

Advia will donate \$25 for each photo taken in front of new mural celebrating the area's history

ROYAL OAK, Mich., August 16, 2021 – [Advia Credit Union](#) today announced a fundraising campaign taking place throughout August and September that will allow social media users to benefit [Children's Miracle Network Hospitals](#) by sharing a photo taken in front of a new mural at Advia's Royal Oak branch at 27100 Woodward Avenue.

From now through September 13, people can do their part to help the community by taking a photo in front of the mural and adding the hashtag #AdviaMural on Facebook, Instagram or Twitter. Advia will donate \$25 per photo to Children's Miracle Network Hospitals (up to \$5,000) — that's \$1 for each year of the historic [Woodward Dream Cruise](#). The mural, currently being painted by Dearborn-based artist [Samar Salam](#), will be completed in time for this year's cruise on August 21, with a special unveiling event planned for August 20.

The 950-square-foot masonry and spray-painted mural is an homage to the past and present of Woodward Avenue that depicts several historical sites around Royal Oak, as well as the Woodward Dream Cruise, represented by a 1957 Chevrolet Bel Air. It also incorporates the artist's love of nature, represented by roses in full bloom. [Hunter Electric](#) constructed and installed the mural's creative lighting elements.

“The Woodward Dream Cruise is a rite of summer in Royal Oak, and this year we wanted to do something special as we unveil Samar Salam’s eye-catching new mural,” said Cheryl DeBoer, CEO of Advia Credit Union. “We’re excited about the opportunity to give back to Children’s Miracle Network Hospitals and support their good work while having some fun on social media. We look forward to seeing our friends’ and neighbors’ faces!”

Advia plans to reshare some of the participants’ photos on its own social media channels:

- **Facebook:** facebook.com/adviacreditunion
- **Instagram:** instagram.com/advia_credit_union
- **Twitter:** twitter.com/AdviaCU

The nonprofit Children's Miracle Network Hospitals organization raises funds for more than 170 children's hospitals to benefit sick and injured children in communities across America, including [Beaumont Children’s](#) in Royal Oak. Since the opening of its Royal Oak branch in 2018, Advia has supported Children’s Miracle Network Hospitals and Beaumont Children’s through an annual radiothon and donation, and proudly continues that tradition this year.

About Advia Credit Union

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 180,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 29 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building, and strengthening relationships, and keeping people at the core.

Visit adviacu.org to learn more about how Advia provides Real Advantages for Real People™.

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