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For Immediate Release:

Advia Facebook Contest Winner Designates Local Boy Scouts for \$500 Donation

Galesburg resident wins \$500 for herself; \$500 for Boy Scouts in honor of International Credit Union Day

Parchment, MI– Galesburg resident Lori Whipple-Baker says she is still in shock after learning she is the \$500 winner of a recent Facebook contest hosted by Advia Credit Union in recognition of International Credit Union Day. Held annually the third Thursday in October, International Credit Union Day celebrates the attributes that make credit unions unique - lower fees, better interest rates, and core values that put the well-being of members before profits.

A member of Advia since 2002, Lori says she participated in the contest because Advia offers a lot of opportunities to its members. In response to the question, “What’s your advantage of membership at Advia,” Lori commented that she loves the friendly and convenient service and Advia’s new EMV chip debit card, which adds additional fraud protection for her account.

The unexpected windfall comes at a good time for Lori, who is studying to be a certified nurse assistant at Kellogg Community College. “I paid five bills that I don’t have to worry about anymore and treated my son, Wayne, 12, to an unexpected gift: an Xbox controller and headset,” she says.

As part of the contest, Advia is also making a \$500 donation to a community organization on Lori’s behalf. Lori has designated Boy Scout Troop #265 in Galesburg to receive the donation, as Wayne is active in the troop. Scout Leader Ralph Guitar says their troop will use the funds to send three boys to a weeklong camp this summer at Camp Tamarack.

“We are always looking for fundraisers to support our scouts that need help paying for scout camp so this donation is very helpful,” says Ralph. “Summer camp is pretty important for the boys’ development – it’s a chance for them to learn their outdoor skills and flag services and complete merit badge work that enables them to increase in rank.”

Nearly 200 members in Michigan, Wisconsin and Illinois responded to the Facebook contest.

“It’s important to us that we give back to our communities where we live and work and our members share our philosophy,” says Nancy Loftis, Vice-President of Marketing and Public Relations. “By reinvesting in our communities, we are helping to enhance the quality of life and strengthen the financial health of our area residents.”

About Advia Credit Union

Named one of the Best and Brightest Companies to Work for in 2016, Advia Credit Union’s mission is to provide financial advantages to its members. With over \$1 billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to 130,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 400 professionals deliver excellent service and innovative financial products at 26 branch locations 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. Experience the advantage by visiting www.adviacu.org.

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