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October 4, 2016

For Immediate Release:

Advia Credit Union Partners with Kalamazoo Loaves & Fishes to Raise Money to Fund Children's Weekend Food Pack Program

Vote for Advia's video and Kalamazoo Loaves & Fishes could win up to \$21,000

Parchment, MI– Advia 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. Advia's video highlights its recent school supply drive to benefit area school children, with the goal of garnering votes to fund the Kalamazoo Loaves & Fishes Weekend Food Pack program.

The Love My Credit Union® Campaign's purpose is to highlight local community involvement by the credit union industry across the country. Videos with the most public votes can win up to \$21,000 for their charity of choice.

"Last year Kalamazoo Loaves & Fishes distributed 25,782 weekend food packs to vulnerable children in the Kalamazoo region," said Nancy Loftis, Vice-President of Marketing & Public Relations at Advia Credit Union. "We're excited to partner with an organization that works to improve the lives of many of our area families and speaks to our mission and dedication to strengthening the communities we serve."

The official contest runs 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. The public can vote every day and also earn a chance to win a \$500 gift card.

Cash Prizes will be distributed as follows:

- Up to 50 \$1,000 state-level donations
- Eight \$5,000 donations
- One grand prize winning credit union & 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.

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).

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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