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**Experience the Advantage**

April 21, 2016

**For Immediate Release:**

**Advia Protecting Area Residents' Identity with Free Shred Days during Money Smart Week**

*Money Smart Week is April 23 - 30*

**Parchment, MI** –Advia Credit Union will be helping area residents reduce the chances of becoming victims of identity theft by offering Free Shred Days during Money Smart Week, April 23 – 30.

Money Smart Week is a public awareness campaign focused on promoting financial literacy and building better skills for managing individual and family budgets and resources.

A costly and personal devastating crime, identity theft can occur the old fashioned way – by criminals sorting through their victims' trash. Once they find personal identification taken from bank statements, utility bills, and other correspondence, they use this information to assume one's identity and create new financial transactions - all at their victims' expense. By shredding documents, individuals can take one of the most important steps towards protecting their personal information, business information and safeguard their credit.

Individuals can enter to win a year's membership to LifeLock®, an identity theft protection service, at the Shred Days' events.

**Upcoming Shred Days:**

Saturday, April 23, 10 a.m. – 12 p.m.  
West Main Branch, Kalamazoo

Wednesday, April 27, 11 a.m. – 1 p.m.  
Comstock Branch, Kalamazoo

Tuesday, April 26, 11 a.m. – 1 p.m.  
Columbia Ave Branch, Battle Creek

Saturday, April 30, 10 a.m. – 12 p.m.  
Parchment Library, Parchment

There is a limit of 3 boxes per person; only paper materials will be accepted.

**About Advia Credit Union**

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 nearly 120,000 members in Michigan, Wisconsin and Illinois. Advia's team of over 400 professionals delivers excellent service and innovative financial products at 24 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](http://www.adviacu.org).

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