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## **Advia Credit Union Awards \$10,000 in Epic \$10K Giveaway**

**Parchment, MI** – During Advia’s 2019 Epic Zeros of Summer campaign, not only did members save big, but also had the chance to win big. Members who applied for different loan products such as Home Equity Line of Credit, Auto and Personal Loans, and Mortgage were automatically entered for their chance to win a \$500 first prize (10 winners selected) or a \$5,000 grand prize (1 winner selected)!

Over 7,000 members qualified for entries within the giveaway. In October, eleven (11) winners were randomly chosen and their winnings awarded just in time for the holidays. Winners hailed from within numerous counties of Michigan and Wisconsin where Advia operates with thirty-three (33) branches. The grand prize winner was from Hazel Park, MI, near one of Advia's most recently opened branches in Royal Oak, MI.

“Every day, Advia Credit Union really does offer real advantages to real people, and through our ‘Epic Zeros of Summer’ campaign, this came in the form of zero closing costs, zero annual fees, and zero down payments on Mortgages and other loans,” says Erica Chisholm, Assistant Manager of Marketing. “To show appreciation to our membership, we were able to provide even more zeros by giving them a chance to win big with a \$500 or \$5,000 cash prize.”

Along with awarding these lucky members with an epic giveaway prize, Advia also donated a total of \$2,600 to local charities and other non-profit organizations. Each week, an Advia employee who provided excellent advantages to members was chosen as Advia’s internal “Hero of Zero.” This acknowledgment included the opportunity for the team member to select a local charity as the recipient of a \$100 donation. One Hero of Zero was awarded the opportunity to have \$1,000 donated on their behalf to an area charitable organization. In all, seventeen (17) organizations were provided donations as a result of this campaign, including organizations such as Barn Sanctuary, Special Olympics of Wisconsin, Make a Wish of Michigan, and Mary Free Bed Foundation.

“The Epic \$10K Giveaway and the Hero of Zero aspects of the Epic Zeros of Summer were very exciting and a great way to give back to the communities and members we serve,” says Chisholm.

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**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 167,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 600 professionals delivers excellent service and innovative products at 33 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 [www.adviacu.org](http://www.adviacu.org) to learn more about how Advia provides Real Advantages for Real People™.