

Media Contacts:

Jo Bourjaily | jboujaily@dp-company.com | 248-766-5765
Paula Piccinini | Paula.Piccinini@CUSolutionsGroup.com | 734-793-4259

**LOVE MY CREDIT UNION® CAMPAIGN PAYS IT FORWARD****Share the Love success inspires more donations for charity and more ways to win**

LIVONIA, MI – July 6, 2016 – CU Solutions Group®, a national credit union service organization, and the Credit Union National Association (CUNA) announce the launch of their second annual Love My Credit Union® Campaign. The campaign is a video submission contest that awards a total of \$122,500 to charities nationwide, to be donated on behalf of the winners. The official contest will run from October 1 to December 16, 2016, and monthly winners will be determined by public votes.

The campaign's purpose is to highlight local community involvement by the credit union industry across the country. This year, credit union support organizations (CU support organizations) have been invited to participate in the campaign as well. In 2015 with the inaugural campaign, CU Solutions Group and CUNA saw participation from 132 credit unions across 35 states and more than 426,000 public votes cast. In total, \$105,000 was donated to local charities on behalf of nine winning credit unions.

“Credit unions have always been unique from other financial institutions. They’re dedicated to wholly serving their communities, not themselves,” said Rich Meade, Chief of Staff and Chief Operating Officer of CUNA. “We’re excited to once again partner with CU Solutions Group and Love My Credit Union Rewards on this campaign. There’s truly no better way to promote the credit union difference than to show real impact on real families and real communities.”

In order to share more love, this year, there will be more donations to charity and more ways to win — up to 50 \$1,000 state-level donations, eight \$5,000 donations, and one grand prize winning credit union and CU support organization will each receive a \$15,000 donation. The campaign will also award five randomly selected campaign voters with a \$500 gift card, plus a \$500 donation for the charity of their choice.

“This campaign was created to demonstrate how credit unions and their support organizations make a difference through community outreach each and every day,” said Dave Adams, CEO of CU Solutions Group. “Last year’s inaugural campaign was able to help several well-deserving charities, and with this year’s effort, we’re excited to make an even bigger impact.”

Entries for this year’s program can be uploaded starting July 1 to LoveMyCUCampaign.org. A video summary of last year’s program may be viewed [here](#).

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About Love My Credit Union® Campaign:

The Love My Credit Union® Campaign is a joint venture between CU Solutions Group and its member rewards program, Love My Credit Union Rewards, in conjunction with the Credit Union National Association. Individuals who vote on video submissions are entered into a drawing, where five voters may win a \$500 gift card, plus a \$500 donation for the charity of their choice. Winning credit unions will be selected monthly and awarded \$5,000 for a charitable donation. A grand prize donation of \$15,000 will be awarded to each credit union and CU support organization with the most overall votes. Complete submission guidelines and campaign details can be found at LoveMyCUCampaign.org.

About CU Solutions Group:

CU Solutions Group is a credit union service organization that serves the credit union industry by offering solutions in marketing, technology and performance management. The company's dedication to the credit union mission is reflected through service excellence to nearly 4,000 credit union clients across the country. CU Solutions Group is the home of the well-known credit union industry program Love My Credit Union Rewards. Learn more at CUSolutionsGroup.com.

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