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Share the Love Campaign Gaining Momentum Credit unions across the country join forces in “pay it forward” movement

LIVONIA, MI, October 5, 2015 – Voting is now open for the Share the Love campaign. From California to Maine and Michigan to Alabama, credit unions from every corner of the country are coming together for the greater good. It’s all part of the first annual Share the Love campaign, which continues to gain momentum.

To date, credit unions from 26 states across the U.S. have submitted videos, and local chapters of Children’s Hospital, Boys and Girls Club, Junior Achievement, the Special Olympics and United Way, among many others, stand to receive contributions. “Share the Love has inspired credit unions across the country to create videos that showcase their good work in hopes to win donations for their charities,” says David Adams, CEO of CU Solutions Group. “But it’s done so much more than that. Consumer voting opened last week and these videos, which celebrate the credit union difference, are reaching new audiences across the country. Credit unions are inspiring members to do charitable work. Members are voting to help credit unions and charities win. Charities gain new awareness for their causes. This campaign creates wins for everyone.” says Adams.

Credit union members and non-members alike are encouraged to view and cast votes for videos at LoveMyCreditUnion.org/SharetheLove. By the end of the campaign, up to \$105,000 in total will be donated to charities and up to \$15,000 in prizes will be awarded to randomly selected voters. There is still time for credit unions to participate in the campaign. Videos can be uploaded throughout the campaign.

“CU Solutions Group, Love My Credit Union Rewards, Credit Union National Association (CUNA), CU Social Good, credit unions and credit union service organizations across the country have worked hard to make the First Annual Share the Love campaign a success. It will likely be the *first* of many,” said Adams.

Complete submission guidelines and Share the Love campaign details can be found at LoveMyCreditUnion.org/CUSharetheLove.

About Share the Love

Share the Love, a joint campaign by CU Solutions Group, their member rewards program Love My Credit Union Rewards and CUNA, invites credit unions to create a video that showcases the good work they do in their community for a chance to win thousands of dollars for the charities of their choosing*. During the course of this campaign, nine credit unions will each be awarded a \$10,000 donation to give to a charity of choice on their behalf, and the grand prize winner will win an extra \$15,000. *Charity must be a 501(c)(3).

About CU Solutions Group

CU Solutions Group is a credit union service organization that serves the credit union industry by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management, and lending & operations. The company's dedication to the credit union mission is reflected through service excellence to over 3,000 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 www.cusolutionsgroup.com.

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