

CU Solutions Group Congratulates Share the Love's November Winners

Livonia, MI (December 8, 2015) – CU Solutions Group is about to award \$30,000 to charities on behalf of Share the Love's November winners. By the end of November, 115 credit unions from 32 states had submitted videos to Share the Love and over 263,000 consumer votes had been cast. Congratulations to the November winners:

- Large Asset: Alabama Credit Union, Secret Meals for Hungry Children
- Medium Asset: Frankenmuth Credit Union, Frankenmuth Farmers Market
- Small Asset: New Dimensions Federal Credit Union, Maine Children's Cancer Program

The excitement of Share the Love is spreading. "Credit unions exist for the people and the communities they serve," says Steve Swofford, CEO, Alabama Credit Union. "Share the Love has helped us shine a new light on the credit union difference and highlight some wonderful charities and it's going viral," says Swofford.

CU Solutions Group and Love My Credit Union Rewards say this was a core objective when the national campaign was being built. "We knew amazing things would happen when we paired the generous spirits of our credit unions with video – one of the fastest growing online advertising formats," says Dave Adams, CEO of CU Solutions Group. "We are inspired by the level of participation from our credit unions and pleased to make \$105,000 in charitable donations on our winners' behalves." The charities selected by each winning credit union will receive a \$10,000 donation from CU Solutions Group and Love My Credit Union Rewards.

The success of this campaign reflects the efforts of credit unions, leagues and industry partners across the country. "Congratulations to the Share the Love campaign winners," said Gigi Hyland, Executive Director of the National Credit Union Foundation. "Giving back to communities is an integral part of the credit union difference and we encourage credit unions to continue to share these stories."

All votes count as they roll over from month to month, and while a credit union can only win a monthly prize once, they are still eligible to receive the grand prize of \$15,000, which will be awarded in December to the video with the most votes overall. Videos can be uploaded through December 24, 2015, and credit unions can continue, throughout the campaign, to integrate the turnkey marketing tools provided into their own efforts to share their message and get votes for their video.

December winners will be announced at the beginning of January, along with the grand prize winner. 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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