

## CU Solutions Group Announces 1<sup>st</sup> Annual 'Share the Love' Charity Winners

**Livonia, MI (November 6, 2015)** - Three charities are about to receive \$10,000 donations, thanks to the 1<sup>st</sup> Annual Share the Love campaign. By the end of October, 100 credit unions submitted a video to Share the Love and 103,023 consumer votes had been cast. "Credit unions are all about giving back to their communities, and the tremendous response to this campaign is a reflection of that effort," says David Adams, CEO of CU Solutions Group.

At its launch in June, Share the Love set out to award the video that received the most votes, per month, in each asset category, a \$10,000 donation to their charity of choice for a total of \$30,000 in charitable contributions a month. October winners include:

- Large Asset: Georgia United Credit Union, Children's Miracle Network – Children's Healthcare of Atlanta
- Medium Asset: United Bay Community Credit Union, Ronald McDonald House of Ann Arbor, MI
- Small Asset: Health Center Credit Union, Children's Miracle Network – Children's Hospital of Georgia

"Creating these videos has raised visibility to the good work we all do as a part of our daily business, and that is a win for credit unions across the country. In addition to increased awareness, CU Solutions Group and Love My Credit Union Rewards are donating \$105,000 to charities, which will be vital in building stronger communities," said Debbie Smith, CEO & President of Georgia United Credit Union.

A charity donation of \$10,000 can make a big difference to an organization and the people it serves. "Children's Healthcare of Atlanta is excited that Georgia United Credit Union chose their local Children's Miracle Network Hospital as the recipient of this generous donation. Children's relies on community support to help provide high-quality healthcare to every child," said Brittany Wilson, Program Coordinator, Children's Miracle Network Hospitals.

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.

“The response to CU Solutions Group and Love My Credit Union Reward’s 1st Annual Share the Love contest has been heartwarming and encouraging. This campaign gives us the opportunity to leverage \$105,000 in charitable contributions, plus \$15,000 in voter prizes, to generate tremendous positive exposure for the incredible good works of credit unions in their communities,” says Adams.

November winners will be announced at the beginning of December. Complete submission guidelines and Share the Love campaign details can be found at [LoveMyCreditUnion.org/CUSharetheLove](http://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](http://www.cusolutionsgroup.com).

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