
CU Solutions Group Awards Share the Love's December Winners

Livonia, MI (January 5, 2016) – CU Solutions Group has just awarded \$30,000 to charities on behalf of Share the Love's December winners – PLUS, \$15,000 to the campaign's grand prize winner. By December 24, 132 credit unions from 35 states had submitted videos to Share the Love and over 426,000 consumer votes had been cast. Congratulations to the December winners:

- Large Asset: Indiana Members Credit Union, Indiana Members Foundation
- Medium Asset: Northeast Community Credit Union, Assistance Resource Ministries
- Small Asset: Penobscot County Federal Credit Union, Maine Credit Union's Campaign for Ending Hunger

CU Solutions Group is also excited to announce that the grand prize winner is United Bay Community Credit Union. United Bay Community Credit Union won the \$10,000 prize for October, plus they won the grand prize of \$15,000 for most overall votes, totaling a \$25,000 donation to their charity.

"Who would have known what an impact a 90-second video would make? We were incredibly moved to see it come together and are so excited that it shared our message about community service to so many people! I can't begin to imagine the wonderful things that the Ronald McDonald House Charities of Ann Arbor will accomplish with \$25,000," said Lisa Mahler, CEO/President of United Bay Community Credit Union.

For over 30 years, the Ronald McDonald House Charities of Ann Arbor has provided a "home away from home" for families while their children receive treatment at C.S. Mott Children's Hospital. "We are so grateful for the generous donation provided by Share the Love and United Bay Community Credit Union. We feel so fortunate to be a part of a campaign that promotes community service and inspires random acts of kindness. Thank you to the M&M Memorial Golf Outing team that has worked so hard to help win this prize to support the House," said Kim Kelly, Executive Director.

With the final prizes awarded, CU Solutions Group and Love My Credit Union Rewards are reflecting on how the campaign performed. "The credit union mission isn't a goal with an end. It's a daily choice to help community spirit flourish, donate time and resources, and take care of each other. And while we had targets for number of videos submitted and votes cast, the real measure of success for this campaign is how much awareness was raised around the important work of our credit unions," said Dave Adams, CEO of CU Solutions Group.

Over 130 video submissions and over 426,000 votes are notable achievements for the launch of this campaign. The team behind Share the Love is already developing ideas to go bigger and better in 2016. "We're releasing a survey soon to collect feedback, but so far, we are exploring ideas around themed

content, additional ways for system partners to participate, and additional prize strategies like 'Most Unique Video' or 'Best Member Marketing Campaign'," says Adams.

Visit www.lovemycreditunion.org/sharethelove to learn more and watch for information on 2016's 2nd Annual Share the Love campaign.

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 invited 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 (must be a 501(c)(3)). During the course of this campaign, nine credit unions were awarded a \$10,000 donation to give to their charity of choice, and the grand prize winner won an extra \$15,000. Additional details can be found at LoveMyCreditUnion.org/SharetheLove.

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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