



Credit Unions for Kids – Heart Icon Campaign  
Press Release Template

### Wrap-Up Press Release Template:

#### Local Credit Union Helps Sick Kids

*ABC Credit Union sells paper hearts to support kids at Local CMN Hospital*

**City (Date)** – Through its February Credit Unions for Kids Heart Icon campaign, **ABC Credit Union** has raised more than **\$AMOUNT** to benefit sick and injured children treated at local nonprofit Children's Miracle Network Hospitals.

The campaign raised funds through the sale of paper hearts which decorated the credit union's branches. Each heart included the name of credit union members and their loved ones remembered in a special way for the Valentine season.

**"Assess Achievement and thank community,"** says **CU Spokesperson**.

#### **About ABC Credit Union:** Boilerplate Description

**About Credit Unions for Kids:** As part of the 'Credit Unions for Kids' program, credit unions and their trade associations have raised over \$100 Million since 1996 in support of the charity. Annually, more than 17 million children receive help through Children's Miracle Network hospitals.

**About Children's Miracle Network Hospitals:** CMN Hospitals serve families and treat children with all types of afflictions including cancer, accidents, muscle and heart diseases, AIDS, cystic fibrosis and trauma. Funds provide charity care, special treatment programs, research and equipment, and go to the Children's Miracle Network affiliated hospital nearest the area where the funds are raised.

**Press Contact:** **CU Contact Person**

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*\*If you need help determining which hospital is your credit union's local Children's Miracle Network Hospital(s), use the zip code search, here: <http://childrensmiraclenetworkhospitals.org/Hospital/Search>*