

# PRESS RELEASE

Template and Language for CU Kind Day



FOR IMMEDIATE RELEASE

October 9, 2023

## **[Credit Union] Participates in CU Kind Day; Your Project Here**

City, State - [Credit Union] held a CU Kind Day project at [insert organization, place] on Monday, October 9, 2023. CU Kind Day is an annual event where credit unions across the U.S. join together to spread kindness, create awareness, and impact communities through community service initiatives. CU Kind Day represents credit unions of all sizes committed to giving back to their communities in a cooperative effort through promoting volunteering, donating, and educating.

*Write about your project here! What did you do? Where did you go? Who was involved? Why was participating in CU Kind Day important to your credit union? How many volunteers did you have? How many people did you serve? Don't forget to include some feedback from employees and the CEO!*

By doing something all on one day, credit unions create a collective message across Pennsylvania and New Jersey about our credit union impact. As not for profit financial institutions, Pennsylvania and New Jersey credit unions work every day to improve their members financial lives. Service is a core element of the social mission of credit unions.