



FOR IMMEDIATE RELEASE

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Members Make Miracles Happen

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PFCU members and team members support sick children, their families and Children's Hospital of Wisconsin.



CUDAHY, WI – Through its February Chain of Hearts campaign, Prime Financial Credit Union has raised more than \$2,400 to benefit sick and injured children treated at local nonprofit hospitals of Children's Miracle Network Hospitals®.

Credit Union's Chain of Hearts is part of a fundraising effort for Children's Miracle Network Hospitals by more than 250 Wisconsin credit unions. The campaign raised funds through the sale of paper links and hearts. Each link and heart included the names of donating members and displayed in branch lobbies. All proceeds raised go toward the network to support Children's Hospital of Wisconsin.

Prime Financial annually participates in the event, raising more than \$2,000 each year and all proceeds going to the network. Lisa Van Landuyt, PFCU's internal campaign coordinator, is thankful for the donations, "We at PFCU would love to thank all members and employees for another great year! Without such generous members and employees, we would not be able to continue these donation efforts each year. It speaks volume to the members we have." The campaign is a true demonstration of the credit union philosophy of 'people helping people.'

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: Children's Miracle Network 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.

About Prime Financial Credit Union: Prime Financial is a state-chartered, federally insured credit union chartered in 1923. It was the first credit union chartered in Wisconsin and today is a full-service, \$110 million credit union with more than 18,000 members. For more information on Prime Financial Credit Union, please contact the Member Support Center at 414.486.4500 or visit primefinancialcu.org.

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