Article #2

**Help Credit Unions for Kids Change a Child’s Life**

Change is coming to local credit unions as we kickoff the Credit Unions for Kids *Change a Child’s Life* coin drive.

The past response from members has been simply amazing, raising thousands of dollars to help sick kids. All funds raised will go directly to your local CMN Hospital to help kids in your community who may be fighting for their lives.

To engage your members, place the FREE coin canisters in easy-to-spot locations, and ask members if they would like to donate. Don’t forget to ask at the drive thru too, as many members will have spare change in their car. Remember, every little bit of change adds up. Excitement is contagious!

The campaign runs through May 31, 2017. Every single penny helps! Did you know a single set of exercise mats, medicine balls, bolsters and other needed rehabilitative equipment, which help children re-learn movements after a serious trauma or illness, costs $500?! A pediatric wheelchair, can cost upwards of $1,700, and an MRI of the brain and brainstem to find tumors and other abnormalities costs $17,000.

So how can you help?

* Order Your Free Coin Canisters to place throughout the credit union offices at [www.cu4kids.org/changedrive](http://www.cu4kids.org/changedrive).
* Download Marketing Materials at [www.cu4kids.org/changedrive](http://www.cu4kids.org/changedrive).
* Help Change a Child’s Life!

Remember – 100% of the funds collected will be distributed to the CMN Hospital that supports your community. A big THANK YOU to the credit unions who have already ordered their canisters: [CU A, CU B, CU C]!

A huge THANK YOU to CO-OP Financial Services for underwriting this campaign, making it FREE for all credit unions to participate!