

This template can be used to announce your CU Kind Day plans. Just plug in your credit union's information, plans for the day, a quote from your CEO, and add your logo. Additionally, if you would like assistance in creating your press release, reach out to us and our Marketing Team will be happy to oblige!

Your Logo Here

Contact: *Contact Name – Phone Number – Email Address*

For Release October 9, 2023

[Dateline: CITY, STATE, Month, Date] – On October 9, 2023 *(INSERT CU NAME)* is participating in CU Kind Day, a state-wide initiative to spread kindness. The staff of *(INSERT CU NAME)* is dedicating their day to *(INSERT CU KIND DAY EVENT)*. *(DESCRIBE THE EVENT, IMPACT EXPECTED AND IMPORTANCE TO THE CU AND COMMUNITY.)*

In celebration of the third annual CU Kind Day, the Illinois Credit Union League (ICUL) has called upon all Illinois credit unions to roll up their sleeves and give back to the communities they serve. By participating in CU Kind Day, we aim to show our communities how “people helping people” is at the heart of the credit union movement. ICUL launched CU Kind Day in 2019 with the purpose of spreading kindness and generating awareness for the good work done by credit unions in their communities. Over the past four years, more than \$318,000 has been donated to over 1,000 charitable organizations on CU Kind Day. This demonstration of cooperation and outreach has shown Illinois what the credit union difference looks like and how credit unions put their members and communities first.

“I’m so proud to work in an industry that focuses on people over profits”, said ICUL President Tom Kane. “That mindset does more than just describe the priorities of a credit union, it is the keystone that credit unions are built around. I look at the CU Kind Day initiative as a manifestation of that mindset; it is an opportunity to show our communities how important they are to credit unions, and to the movement as a whole.”

(INSERT CU CEO QUOTE)

(INSERT CU BOILER PLATE)

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