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**For Immediate Release**

**CU Kind Day Launches in Illinois as Credit Unions Join Together to  
Make a Difference in Their Communities**

NAPERVILLE, IL (October 15, 2019) —The Illinois Credit Union League launched CU Kind Day on October 14, with over 60 Illinois credit unions joining together to spread kindness in communities across the state. This day of service was created to put the credit union motto of “people helping people” into action and create awareness for the good work credit unions do year-round.



Credit unions throughout Illinois were encouraged to customize an outreach effort that demonstrated their commitment to the community with a day of giving back. Illinois credit unions exceeded expectations with employees participating in events ranging from food drives; collecting funds for Ronald McDonald House; sponsoring a children’s reading club; bagging groceries at local stores; and providing random acts of kindness by passing out gift cards. Additional outreach

efforts included Decatur Earthmover CU hosting a carnival for adults in a group home and Consumers CU in Gurnee catering food to police and fire stations in the area.

Overall, a total of more than 2,400 credit union volunteers impacted well over 20,000 individuals throughout the state.

“I’m so proud to work in an industry that focuses on people over profits,” said League President Tom Kane. “With credit unions, ‘people helping people’ is more than just a nice phrase, it’s the reason for everything we do. The CU Kind Day initiative is a demonstration of that mindset – it’s the credit union difference in action!”

**About the Illinois Credit Union League**

The Illinois Credit Union League is the primary trade association for nearly 250 credit unions doing business in Illinois. It focuses on providing legislative and regulatory advocacy, compliance assistance and information, and a wide range of educational and training services to those credit unions, who in turn serve approximately 3.4 million members. As a not-for-profit corporation chartered under the laws of the State of Illinois, membership in the League is open to any Illinois credit union doing business and operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act.