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Social Media Blitz Makes Credit Unions a Hot Topic on Social Media This Summer

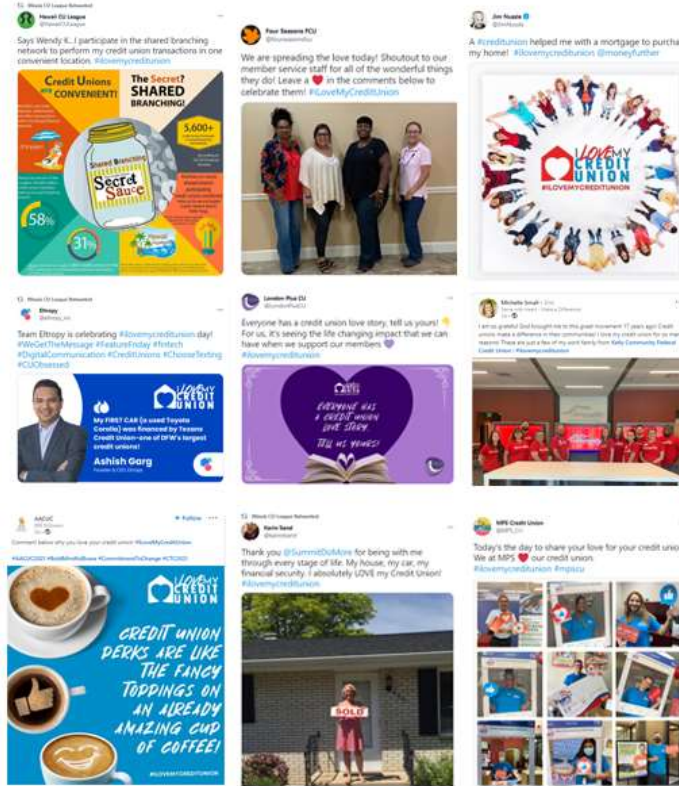
Naperville, IL. August 4, 2021

On July 30, the Illinois Credit Union System (ICUS) rallied the credit union movement to create a digital "wave" that reached more than 22 million people on social media. The goal – to inspire high energy conversation about why people love their credit unions. Driven by the cooperative spirit, more than 700 organizations across 48 states and nine countries participated. These included credit unions, leagues, associations, and industry partners! They started the hashtag #ilovemycrreditunion trending across social media platforms, raising awareness about the amazing things credit unions do every day for their members and communities.

"I'm thrilled by the viral impact of the conversations about credit unions on July 30. Credit unions make a real difference to their members because they put people over profits. I want to thank everyone who joined us to make this effort such a resounding success," said ICUL President/CEO Tom Kane. He continued, "I'm especially grateful to LSC for contributing \$25,000 to a raffle for participating credit union leagues. We were delighted the Hawaii Credit Union League was chosen and they selected the Kapiolani Children's Miracle Network in Honolulu for the funds."

The organic social media buzz surrounding this campaign made it a great cooperative achievement in the credit union movement. Thousands of credit union industry employees, volunteers, family and friends jumped on their favorite social media platform (Facebook, LinkedIn, Twitter, and Instagram) to post a message, picture, or video to show why #ilovemycrreditunion. In addition to organically reaching more than 22 million people on social media, at least 33 thousand virtual interactions were prompted by #ilovemycrreditunion. More people are now aware they have the option to choose a not-for-profit financial cooperative that exists and is owned by its members.





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About the Illinois Credit Union League

The Illinois Credit Union League is the primary trade association for 212 state and federal credit unions 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. More information can be found at www.icul.com.

About LSC

LSC® is a credit union service organization offering a wide array of products and services and is dedicated to helping credit unions compete. Its experience and expertise in all areas from card programs and customer service to education and legal advocacy, as a corporate partner of the Illinois Credit Union League, has made LSC a key support provider in the credit union movement. Its products include credit and debit programs, pre-paid debit cards, portfolio development consulting, Agent credit card programs, ATM services, and debt collection. It serves more than 2,300 credit unions in 50 states. More information can be found at: <http://www.lsc.net>.