



CONTACT: Marketing
(978) 975-4095

marketingdept@merrimackvalleyfcu.org

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Merrimack Valley Credit Union launches campaign to find the Biggest Hearts

Credit Union is accepting nominations across eight categories

LAWRENCE, MASS. —Merrimack Valley Credit Union (MVCU) is looking for the biggest hearts in the Merrimack Valley. The Credit Union has taken an active role in giving back to the community, and is excited to recognize the individuals who have an impact on the region, their individual communities, and in the lives of others.



“The Credit Union has had the privilege to work with many organizations in our more than 65 years,” said Peter Matthews, MVCU’s President and CEO. “We have seen the passion that employees and volunteers have shown for this region and each other, and we are thrilled to take this to the individual level. The stories of those who are already nominated are truly inspiring, and we look forward to receiving even more.”

Community members nominate the people they believe are having a positive impact on their community in one of the eight categories: Coach, Teacher, Veteran, Care Giver, First Responder, Home Chef, Community Leader, and Mentor of the Arts. All nominating and voting will take place at www.votebiggestheart.com.

Nominations are easy to complete: the nominator simply has to fill out the form on the website, explain why their nominee deserves the award in his or her category, and upload a picture. Pictures are not required, but highly encouraged. Each winner will be selected based on a combination of judges’ scores and public votes. The winner of each category will receive a category-specific prize, and \$500 to donate to the charity of their choice.

Nominations, voting, and award presentations will be spread throughout November 2017 and May 2018. Announcements will be made on www.votebiggestheart.com as categories are closed.

In addition to awarding the biggest hearts in the Merrimack Valley, MVCU will be visiting various community events throughout the region with its “big heart”. Attendees at upcoming events can take selfies in the heart and share the love throughout the community. The heart’s next appearances will be at the Pumpkin Lighting in Plaistow on October 28, and the Run to Overcome 5K in Haverhill on November 5.

About Merrimack Valley Credit Union

Merrimack Valley Credit Union is a \$600 million asset not-for-profit community credit union serving anyone who lives, works or worships in the Merrimack Valley region. MVCU offers a wide range of services to meet the financial needs of its members, and has branch locations in Haverhill, Lawrence, Methuen, and North Andover, Mass., and Plaistow and Seabrook, N.H. To learn more about Merrimack Valley Credit Union, please visit www.mvcu.com.

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