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FOR IMMEDIATE RELEASE
October 12, 2016

MERRIMACK VALLEY CREDIT UNION CONTINUES SUPPORT OF EMMAUS, INC

Credit Union enters video contest to raise money for local nonprofit organization

LAWRENCE, MASS. — Merrimack Valley Credit Union (MVCU) is participating in the second annual Love My Credit Union® Campaign, a video contest that awards tens of thousands of dollars to charities nationwide based upon votes from consumers. This year, MVCU has teamed up with Emmaus, Inc. to produce a video that can be viewed and voted on by going to VoteLoveMyCU.org/mvcu.

Videos with the most public votes can win up to \$21,000 for their charity of choice. The official contest will run through December 16, 2016, and monthly winners will be determined by which video receives the most public votes. By the campaign's conclusion in December, a total of \$122,500 will have been donated to selected charities throughout the country.

CU Solutions Group®, a national credit union service organization, and the Credit Union National Association (CUNA) launched this second annual Love My Credit Union® Campaign in July 2016. This is MVCU's first year participating in the contest.

MVCU is calling all residents of the Merrimack Valley and beyond to vote for its entry. Any winnings will be donated to Emmaus, Inc., which will continue MVCU's commitment to fighting homelessness in this region. Votes can be cast once a day every day.

About Merrimack Valley Credit Union

Merrimack Valley Credit Union is a \$575 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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