

FOR IMMEDIATE RELEASE



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## **US Federal Credit Union Campaign Helps Stack Up for MN FoodShare**

BURNSVILLE – US Federal Credit Union (USFCU) has once again surpassed their MN FoodShare goal with outstanding contributions of food and monetary donations in 2010 for food shelves in the community. During the March-long campaign, USFCU collected a total of 11,330.30 dollars/pounds – an impressive feat for the organization’s 200 employees. The final score was comprised of an astounding \$5,801.83 and 5,528.47 pounds of food.

The USFCU MN FoodShare committee – a collaboration of the Marketing, Human Resources and Facilities departments coordinated the month’s campaign, while most all of the special events were hosted by groups of employees, encouraging peer involvement throughout the month of March. This year’s food pyramid-themed campaign (appropriately titled ‘Stack It Up’) encouraged teams of employees to load-up on various items in each category, such as Fruits/Vegetables, Meats/Dairy, throughout the week in an effort to supply the local food shelves. The month also held a variety of initiatives to raise even more poundage and dollars including a Kick-off Breakfast, Casual for a Cause, Buca Di Beppo Luncheon, Silent Auction, and Department and Branch Competitions. In addition, USFCU continued sales of the ever-popular employee-branded Water Bottles. This year, each water bottle proudly displayed the face of a USFCU Executive - each one creatively representing a different food group.

“The concern, compassion and generosity of our employees and members are so evident during this campaign,” said Bill Raker, President/CEO of USFCU. “Even in times of financial difficulty, they still seek to make a positive impact in our community.”

The Minnesota FoodShare campaign is conducted each March and sponsored by the Greater Minneapolis Council of Churches. Through the donations of community-focused organizations such as US Federal, MN FoodShare helps feed families in need and educates the public about the state of hunger in Minnesota.

*US Federal Credit Union is a member-owned, not-for-profit financial cooperative serving over 55,000 members in the Greater Twin Cities Community<sup>SM</sup>.*

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**PHOTO CAPTION:** US Federal Credit Union President/CEO, Bill Raker, helps deliver food donations to the local food shelf during this past month's MN FoodShare campaign.

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