



PRESS RELEASE

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VERMONT FEDERAL CREDIT UNION HAS VERMONT STRONG DAY TO INCREASE AWARENESS AND RAISE FUNDS FOR FLOOD VICTIMS

Burlington, VT – On Wednesday, November 16th, 2011 the ninety-nine staff members of Vermont Federal Credit Union joined the Vermont Strong movement by proudly wearing their Vermont Strong shirts in an effort to raise funds and awareness surrounding the continued need following Hurricane Irene.

Shortly following the flood in August, Vermont Federal made a donation to the Vermont Foodbank and helped to provide members relevant information on their website, Facebook page, as well as communicated internally to staff about various opportunities to get involved and help the community. Though, the Community Involvement Committee (CIC) at the credit union wanted to more, and quickly realized that the need would be long lasting.

One of the creators of the Vermont Strong shirts, Eric Mallette, gave the CIC at the Credit Union the idea of the Vermont Strong Day when he stated in an article published by WCAX, “we’d love to see ‘Vermont Strong Day’ – a day when banks, offices, supermarkets and other employers supply their staff with a Vermont Strong shirt in one giant display of solidarity”. CIC member, Kylie Webster, explained, “for us, wearing the shirts was about continuing to spread the Vermont Strong message to member and all Vermonters, the message of people helping people, and that’s a message we believe credit unions know well”. Webster continued to say, “the CIC’s decision to purchase staff members the Vermont Strong shirts was not only because we believe in the message they represent, but also because we wanted all staff to be able to get

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involved in relief efforts". In addition to the donation made to the Vermont Foodbank through the purchase of the Vermont Strong shirt, Vermont Federal encouraged staff to volunteer throughout the week.

Through shirt sales, 50/50 raffle tickets, staff and Vermont Federal donations, Vermont Federal rose over \$4,500 for flood relief and is proud to be "Vermont Strong".

Throughout the year the CIC at the credit union has held book drives which collected over 400 books for local students grades K-12, sneaker drives to support the local King Street Center, blood and food drives, organized our continued participation in Relay for Life and Chances for Christmas, and more. The CIC's mission is to think of innovative ways we can be a part of and help the local communities.

Vermont Federal is a \$330 million plus financial institution, currently serving over 31,000 members. Members are part of a cooperative, meaning that they share ownership in the credit union and elect a voluntary board of directors. Vermont Federal Credit Union provides membership to anyone who lives, works, worships or attends school in Chittenden, Grand Isle, Lamoille, Franklin, Washington, or Addison Counties in Vermont. Vermont Federal Credit Union is committed to providing support to the communities that it serves and to make a decided difference in the lives of its members and other Vermonters.



Pictured (left to right): Terri Jenkins, Aneita Pelkey-Menard, Shannon Martineau, Celina Hemingway, Cynthia Chapin, and Courtney Galle



Staff members of Vermont Federal Credit Union collecting donations on Saturday, November 19th in Stowe. Left to right: Tara Comeau, Samantha Abair, Shilo Combs, Michelle Hawley, Liz DeAngelis, Patricia Boyce