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FOR IMMEDIATE RELEASE

Community Choice Backpack Giveaways Get the New School Year Started with a Smile

Farmington Hills, Mich., Sept. 1, 2021 – Community Choice Credit Union was happy to help thousands of local families get the new school year started on a positive note thanks to its annual backpack giveaways.

In July and August, 3,400 backpacks were distributed during events at eight of the credit union’s member centers across the state and to local charities. The backpacks were filled with school supplies and other local goodies.

Along with the backpacks, families were treated to complimentary hot dogs from Chef Tony, Kona Ice, pizza, and cotton candy at the various locations. Fairytale princesses greeted youngsters at the Hillsdale giveaway, and kids were entertained by clowns and balloon animals in Livonia. Between all the giveaways, the food, and the fun activities, these events were successful in that they created a memorable experience that engaged the kids, their families, and the credit union!

“From the smiles on the faces of not just the kids but the parents, too, it was obvious that everyone who stopped by for some fun was glad they did,” said Jeremy Cybulski, Community Engagement Manager at Community Choice. “Several community sponsors really stepped up and helped make each event different and special, and it was evident in the feedback we received this year.”

This is the fourth year that the credit union has hosted backpack giveaways, but it was the first year that local businesses were invited to sponsor the events, making them even more special.

Community Choice would like to sincerely thank the 19 business sponsors:

- Bobcat Bonnies
- Jabro Carpet One
- Jesus Ink Printing
- Waterfront Restaurant and Lounge
- Sweet Arrangements
- Tracie Seeley Photography
- Wyandotte Family Church
- First Responders Children’s Foundation
- Kiwanis – Livonia
- Livonia Boy Scouts Troup 270
- Detroit Jerky
- Kerkhof Kreations
- Duggan Reality
- MRK Pest Control
- Pet Passages
- PC Solutions
- Jackson Rotary.
- Green Family Cleaning
- Abundant Living Gallery and Gifts

Sponsorship dollars were donated to the Community Choice Foundation, which awards \$100,000 in scholarships to graduating high school seniors, students continuing their education, and those pursuing a skilled trade each year.

“Local businesses agreed to partner with us, which allowed us to make a contribution to the Community Choice Foundation,” Cybulski said. “Education is so important. By getting youngsters prepared to start the school year and to then be able to help older students and adults with scholarships from the Foundation just brings everything full circle.”

This year's events took place at Community Choice's member centers in Hillsdale, Jackson, Holland, Muskegon, Warren, Livonia Main, and Redford; the Wyandotte event took place at Yack Arena. Community Choice would like to thank local police and fire departments, and other businesses that donated supplies, for helping us make these community giveaways truly special.

"We love these events. We love helping families and making a real impact in their lives," Cybulski added. "We can't thank our partners and team members enough for the success of this year's giveaways. So many positive things come from them."

About Community Choice Credit Union:

The Michigan-based credit union believes in helping its neighbors across the state achieve the life they desire. Established in 1935, Community Choice has 21 locations across the state, serves more than 114,000 members, and has grown its assets to \$1.6 billion. The credit union is committed to helping the community and upholds a Give Big philosophy. Since 2008, team members have volunteered more than 25,900 volunteer hours in communities across the state. Its foundation, The Community Choice Foundation, awarded more than \$1.3 million in scholarships to graduating high school seniors who attended a Michigan college or university during its first 13 years. In 2020, the Scholarship Program expanded to include financial support for continuing education and skilled trade programs. To learn more, visit www.CommunityChoice.com.