

**Media Contact:**  
**Molly Salvi, Organizational Communications Manager**  
877.243.2528 ext. 1462 | [MSalvi@CommunityChoiceCU.com](mailto:MSalvi@CommunityChoiceCU.com)  
**FOR IMMEDIATE RELEASE**

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

**Farmington Hills, Mich., Sept. 1, 2020** – 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, backpacks were distributed during events at eight of the credit union’s member centers across the state. The socially distanced drive-up events resulted in happy kids and grateful parents.

“It was so nice to see the smiles on the kids’ faces as they selected their backpacks,” said Jeremy Cybulski, Community Engagement Manager at Community Choice. “Several community sponsors really stepped up and helped make each event different, and special, at all eight member centers. Some of the events had pizza, others had hot dogs or ice cream available.”

Backpack giveaways were held at the following member centers:

- Hillsdale
- Jackson
- Livonia
- Holland
- Wyandotte
- Muskegon
- Warren
- Redford

The credit union’s investment of more than \$32,000 helped provide more than 2,000 kids with backpacks filled with school supplies. Other backpacks were given to individual families unable to attend the events, and 350 backpacks were donated to various organizations, including Wayne Westland Student Resource Center, Muslim Student Association, Jackson YMCA, Salvation Army summer camps in the downriver area, and Volunteers of America. There is still a limited supply available. Please call a local member center to check on availability.

Community Choice would like to send special thanks to the local businesses that made these events so successful with their donations, including K105 radio in Jackson (100 backpacks); Gleaners Community Food Bank (23,000 pounds of food); Redford Police Department (passed out backpacks); Destiny Dental (400 toothbrush kits); Jackson Family Health (hand sanitizer for the backpacks); Meijer stores in Warren, Jackson, and Livonia (\$500 gift cards); and Community Choice team members (funds to purchase backpack items).

Cybulski said plans are already in the works for next year's events, with the hopes of reaching even more families.

"We love these events; we look forward to them every year," Cybulski said. "They embody what we do at Community Choice: making a positive impact in the lives of our members and communities across Michigan."

**About Community Choice Credit Union:**

Community Choice Credit Union believes in helping its neighbors across the state of Michigan achieve the life they desire. Since 1935, the credit union has offered a variety of products and services that benefit both consumers and business owners. The credit union is committed to helping the community and upholds a Give Big philosophy. Since 2008, team members have volunteered more than 25,909 volunteer hours in communities across the state. Its foundation, The Community Choice Foundation, awarded more than \$1.1 million in scholarships to graduating high school seniors who attended a Michigan college or university during its first 10 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](http://www.CommunityChoice.com)