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FOR IMMEDIATE RELEASE

Community Choice Credit Union Launches Call Campaign to Senior Members

Farmington Hills, Mich., April 30, 2020 – Since mid-April, team members at Community Choice Credit Union have made more than 2,600 phone calls to their members over the age of 70.

These calls are the credit union's way of remaining connected with a group of members who may be self-quarantining alone. Whether the calls lead to a chat about life in general, or just a promise to call back again next week, they're made with the sole intention of making a human connection. In addition to the phone calls, senior members have also received a post card offering encouragement and support.

Outside, each of Community Choice's 22 member centers are all decked out in rainbow colors to support the Rainbows over Michigan initiative, a popular Facebook group that has inspired colorful murals in windows throughout Michigan's neighborhoods.

Throughout the pandemic, all of Community Choice's members have remained informed about accessibility at each of the credit union's locations, as well as information detailing the multiple relief options available to them.

Visit Community Choice's Facebook page to learn more about the engaging initiatives they've launched, <https://www.facebook.com/CommunityChoiceCreditUnion>.

