



News Release

CONTACT: Michelle LeBlanc
Marketing & Public Relations Coordinator

TELEPHONE: 989-249-8288

E-MAIL: mleblanc@wildfirecu.org

RELEASE DATE: IMMEDIATE

Wildfire Credit Union “Shared the Warmth” with Our Communities

In late November, Wildfire Credit Union embarked on a community campaign called “Share the Warmth” which was designed to enlist our communities in gathering new hats, scarves, mittens, gloves and socks for members of our community in need. Collection boxes were set up in the lobbies of each of the Wildfire branches and through social media and radio, we asked people to donate items. Michelle LeBlanc, Marketing and Public Relations coordinator commented “The campaign was a huge success collecting well over 1,000 items. Many of the items were handmade which made them even more special”.

Wildfire partnered with area agencies throughout the Great Lakes Bay Region to make sure the items got onto the heads, necks, hands and feet of the individuals who needed them the most. With the overwhelming response, the “Share the Warmth” campaign is an annual effort.

Wildfire Credit Union, a member-owned financial cooperative, has a community charter. Membership is open for anyone who lives, works, worships or attends school in Saginaw, Midland, Bay, Tuscola, Gratiot, Genesee, Shiawassee, Antrim, Arenac, Benzie, Clare, Crawford, Gladwin, Grand Traverse, Iosco, Isabella, Kalkaska, Leelanau, Missaukee, Ogemaw, Otsego, Roscommon, Wexford counties. The credit union also provides services to small businesses in the same twenty-three county market. Wildfire currently has full service offices in Saginaw, Midland and Bay City. More information is available on all Wildfire Credit Union’s products and services at www.wildfirecu.org.