



FOR IMMEDIATE RELEASE:
September 12, 2016

FOR MORE INFORMATION CONTACT:
Lauren Williams
Marketing Specialist
269.544.3404
lwilliams@arborfcu.org

Arbor Financial Credit Union Donates \$1,500 to First Day Shoe Fund



PHOTO CAPTION: Tina Mason, Director of Marketing (Left), Lauren Williams, Marketing Specialist (middle left) and Judy Swafford, Marketing and Communications Supervisor (right) present John Curran, Executive Director of First Day Shoe Fund (middle right) with a donation of \$1,500.

KALAMAZOO, MI – Children are sent to school every day in shoes that are incorrect sizes, tattered, or just plain worn. First Day Shoe Fund believes that every child should start school on equal footing and provides school children all over Kalamazoo County with a free pair of brand new shoes.

Arbor Financial was proud to present John Curran, Executive Director of First Day Shoe Fund with a check for \$1,500.

“We are overjoyed to help First Day Shoe Fund and are excited that our donation could help expand their reach.” said Tina Mason, the Director of Marketing at Arbor Financial Credit Union.

Arbor Financial created a social media campaign that would benefit the First Day organization. The objective of this campaign was to create awareness of the First Day Shoe Fund with a post that followers would like and share. Each time the post was liked and shared, Arbor Financial would donate \$2 to the fund with a goal of \$1,500. With the help of many our followers Arbor Financial was able to donate the goal amount.

To donate or learn more about First Day Shoe Fund visit their website at www.firstdayshoefund.org

Founded in 1935, Arbor Financial Credit Union provides a full range of financial products and services to people and businesses in Southwest Michigan. The credit union exceeds \$465 million in assets and serves more than 37,000 members. Visit arborfcu.org to learn more.

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Arbor Financial Credit Union

1551 South 9th Street | Kalamazoo, MI 49009 | T: 269.375.6702 | www.arborfcu.org