

NEWS RELEASE

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*Images available upon request

For Immediate Release

Credit Unions Kids at Heart® Runs toward its Fundraising Goals

Boosted by a #GivingTuesday match, this credit union-supported charitable organization raised over \$275,000 for Boston Children's Hospital

BURLINGTON, MA, December 13, 2019 – A Massachusetts-based charitable organization, Credit Unions Kids at Heart® (CU Kids at Heart) has received over \$275,000 in donations to date, thanks to a wide network of dedicated donors and a generous #GivingTuesday match.

Founded in 1996, CU Kids at Heart raises funds for research on pediatric neurological disorders, and in the last several years has done so by sponsoring a team that receives charity bibs to run the Boston Marathon on behalf of Boston Children's Hospital. The 2020 season team consists of 15 runners, some of whom are employees of the team's supporting credit unions. Each year, runners are paired with Boston Children's Hospital patient partners, many of whom are challenged to overcome debilitating diseases; and this partnership inspires an ambitious training and fundraising regimen.

This year, on Tuesday, December 3, #GivingTuesday, a global day of giving that focuses on generosity and volunteerism, donations made to CU Kids at Heart were matched dollar-for-dollar. This match was made possible by the financial support of the credit union community. On #GivingTuesday, the CU Kids at Heart runners raised over \$146,000, more than 80% of which was then matched.

Donations to CU Kids at Heart help to fund research at Boston Children's Hospital which is aimed at the prevention, treatment, and/or cure of pediatric brain cancers, pediatric epilepsy and other seizure disorders, Moyamoya disease, and Cerebral Palsy. Used by pediatric hospitals and other care centers around the world, this groundbreaking research promises to improve the lives of thousands of children and adults worldwide.

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Members of the 2019-2020 Credit Unions Kids at Heart Team

About Credit Unions Kids at Heart

Credit Unions Kids at Heart® was founded in 1996 by Eastern Corporate Federal Credit Union and a small group of Massachusetts credit unions to leverage the collective impact of credit union charitable efforts and as a reflection of the industry's belief in collaboration in service of a greater good. Today, Credit Unions Kids at Heart is a favorite philanthropic activity of the credit union community in New England and beyond, with more than 60 participating credit unions and several sponsors and business partners. The program and its team of dedicated supporters are presently committed to funding research activities aimed at the prevention, treatment, and/or cure of pediatric neurological diseases. Since its founding, Credit Unions Kids at Heart has donated more than \$7 million toward its mission to help children live happy and healthy lives. To learn more, please visit www.cukidsatheart.org.

2019-2020 Platinum Sponsors: DCU Insurance, DCU Realty, Eastern Corporate Federal Credit Union (EasCorp), and Vertifi Software, LLC

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