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November 30, 2011

## **Consumers Credit Union Collects 200 Bags of Food for Better World Food Drive**

Kalamazoo, MICH - On October 17<sup>th</sup>, Consumers Credit Union launched its **Better World Food Drive** to tie in with International Credit Union Week. The drive concluded on October 31<sup>st</sup>, with Consumers donating more than two hundred bags of food to various charities throughout West Michigan. Each member contributing a non-perishable item received a free, lime-green re-usable grocery tote. A 'friendly competition' also took place among all 13 offices to see which could collect the most items.

Additionally, to create staff support each office was given the flexibility to choose their preferred charity. The West Main Office (located at 5018 West Main Street, Kalamazoo) was the winning office, with the Lawton Office not far behind. West Main chose the Kalamazoo Gospel Mission as its charity of choice contributing 40 bags of food and presenting a \$100 check from member donations to the mission.



[Click here for high res photo](#)

West Main Teller Brittney Orr was just one of many employees responsible for the drive's success. Says Orr, "Our success is directly linked to the incredible members we have here at West Main. Staff did an amazing job of making sure every member who entered the building or drive-thru was aware that the drive was on."

Prompted by a member suggestion, West Main decided to post donation jars where members could place monetary donations for the cause. Funds were used to buy additional food items and the remainder given to the mission in the form of a check.

Staff garnered attention ensuring the drive's success by strategically placing promotional materials and creating a unique display showcasing member donations. Having a deadline also created a sense of urgency; members often came right back in with items.

Teller Jessica Parks adds, "Our members are always willing and wanting to help the community." Many went above and beyond, bringing in literally bags of groceries. In fact, one member – who had just opened her account THAT DAY – came back with 15 bags of groceries for the drive. "Our members know times are tough, so they want to help in any way they can," continues Parks.

Consumers Credit Union thanks all of its members for making the *Better World Food Drive* hugely successful. It's the credit union philosophy of people helping people in action.