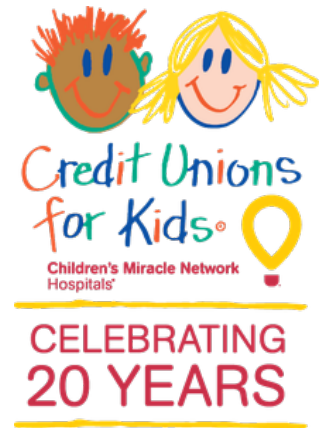


FOR RELEASE

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Vote Today for Your Favorite Children's Miracle Network Hospital

'Vote for Miracles' Promotion runs through Dec. 20

SALT LAKE CITY – Children's Miracle Network Hospitals celebrates the 20th anniversary of the Credit Unions for Kids program with the kick-off today of the "Vote for Miracles" campaign. Now through December 20, credit unions and the general public are invited to cast their votes to support their favorite CMN Hospital. At the conclusion of the promotion, the top five hospitals will be awarded a total of \$100,000 on behalf of Credit Unions, compliments of CO-OP Financial Services, the largest credit union owned service organization in the world.

To vote for your favorite CMN Hospital, visit www.VoteForMiracles.org. Individuals can vote once a day over the course of the three-week campaign. The hospital with the most votes will win \$50,000. Second through fifth place will receive \$20,000, \$15,000, \$10,000 and \$5,000, respectively. When a vote is cast, voters have the option to choose their credit union. The credit union responsible for the most votes in each of the winning markets will be invited to participate in the check presentation for the top hospital.

To support the credit unions efforts to rally the vote, resource materials are available at www.CU4Kids.org/VoteForMiracles

"We encourage everyone to help us celebrate and thank America's credit unions for two decades of remarkable support by participating in Vote for Miracles," said John Lauck, president and CEO, Children Miracle Network Hospitals. "Not only will we be raising much-needed funds and awareness for our hospitals but we'll also be sharing with the public the credit union impact in communities across the U.S."

“CO-OP’s participation in Vote for Miracles gives credit unions the opportunity to generate goodwill with their members and develop greater awareness by the public of the tangible importance of credit unions in their local communities,” shared Sarah Canepa Bang, Executive Vice President of Industry Relations for CO-OP Financial Services. “More people need to know the credit union story and campaigns like this help us get the conversation started.”

In addition to voting at www.VoteForMiracles.org, the website also talks about the “Credit Union Difference” and encourages the public to share the hashtag #VoteForMiracles to raise support for their favorite Children’s Miracle Network Hospital.

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About Credit Unions for Kids

[Credit Unions for Kids](#) is the brand under which America’s credit unions fundraise for Children’s Miracle Network Hospitals. Individual credit unions, chapters, state leagues/associations and business partners from across the country collaborate to raise much-needed funds for local Children’s Miracle Network Hospitals. Adopted as the credit union movement’s charity of choice, CU4Kids is the third largest corporate sponsor of CMN Hospitals. Since 1996, credit unions have donated over \$150 million to help sick and injured kids being treated at CMN Hospitals throughout the U.S.