



For immediate release  
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## **NEWS RELEASE**

### **Ideal Credit Union Selects Winners in \$1,000 Debit Giveaway**

(Woodbury, MN – January 15, 2015) – Ideal Credit Union made the holidays brighter for four lucky members in December, who were selected at random to win \$1,000 in the annual Debit Card Giveaway. The first winner, Nikki Flogio, joined the credit union in 2012 after being referred by another member. She planned to use the \$1,000 for Christmas shopping and to pay some bills. The second winner, Jody Goers, joined the credit union in the 1987. Jody likes to travel and will use the \$1,000 for a trip to Alaska.

The third winner, Nicole Bestland, had just made the decision to go back to school to pursue her dream of becoming a personal trainer. Her primary concern was where to find the \$1,000 tuition, and then she got the call from Ideal telling her she was a winner. Nicole joined the credit union in 2013 after being referred by her father. The fourth winner, Jo McGovern, is a former employee who joined in 1984 while working at the old downtown office. Jo said the money couldn't have come at a better time and planned to use it toward holiday expenses. Photos of the winners and their plans for their earnings were posted and shared on Ideal CU's Facebook page throughout the promotion.

To qualify, members simply registered for the promotion online at [www.idealcu.com](http://www.idealcu.com). Then, each time they used their Ideal CU Cash & Check (Debit) Card for purchases, they earned a chance to win one of Ideal CU's weekly \$1,000 random drawings. The program ran from November 24 – December 21, 2014.

Since its inception in 2012, Ideal CU's annual debit card promotion has increased usage an average of over 11.00% during the promotion period. "Our popular \$1,000 Debit Card Giveaway is a great way to reward members for using their Ideal CU Cash & Check Card, especially during the busy holiday season when convenience and access are so important," said Brian Sherrick, President/CEO of Ideal Credit Union. "With our recent conversion to Debit MasterCard, we wanted to shine the spotlight on the great benefits these new cards offer and motivate members to activate and use their card for everyday purchases."

Ideal Credit Union (formerly Postal Credit Union) is a member owned financial institution that specializes in providing excellent member service, great rates and convenience. Ideal CU offers a complete range of services, including 24/7 loan approval, mortgages, online banking, online deposits, mobile banking, mobile check deposit and mobile bill pay, free checking, business services, investment services and more. Ideal CU serves the Twin Cities metro area with office locations in Eagan, Hugo, North St. Paul, West St. Paul and Woodbury

-30-

Photo caption:

Ideal CU debit card winner Nicole Bestland had just made the decision to go back to school to pursue her dream of becoming a personal trainer. Her primary concern was where to find the \$1,000 tuition.