



For immediate release  
Contact: Cindy Kurtz  
651-747-8962  
ckurtz@idealcu.com

## **NEWS RELEASE**

### **Ideal Credit Union Collects 224 Coats for Kids, Donates \$2,500 for 156 more**

(Woodbury, MN – November 14, 2014) Ideal Credit Union members, staff and the community once again helped to fill collection barrels to ensure kids in the Twin Cities metro area receive new or gently used coats this winter. A total of 224 coats and 123 winter accessories were collected at Ideal Credit Union branch locations throughout the year, culminating with the October Salvation Army Coats for Kids Drive. In addition, the Ideal Community Foundation donated \$2,500 from Casual for a Cause and other contributions, which the Salvation Army will use to make 156 more coats for needy children.

Ideal CU and the Ideal Community Foundation have partnered with the Salvation Army since 2010 to serve as a drop-off site for the local community and provide monetary support for the Coats for Kids program. To increase donations, collection barrels are placed year-round in Ideal CU branch locations and participation in the drive is promoted regularly in member communications and at community and branch events.

“Ideal CU and the Ideal Community Foundation are proud to partner with the Salvation Army Coats for Kids drive to ensure no child goes without proper winter attire,” commented Ideal CU President Brian Sherrick. “With winter’s early arrival, a warm coat can make a big difference in keeping kids comfortable in harsh conditions.”

(more)

Salvation Army centers will still accept donations of new and clean, gently-used coats and winter accessories (mittens, gloves, hats, snow boots, snow pants, etc.) to distribute throughout the winter as needs arise. Monetary donations can also be made online to help buy new coats. A \$16 donation covers the cost of a warm winter coat for a kid in need. The Coats for Kids program has provided 312,000 coats and winter accessories to children in need over nearly three decades.

The mission of the Ideal Community Foundation is to strengthen the quality of life within our communities by supporting local initiatives at a variety of levels, including early childhood development, financial literacy programs, local food shelves and food programs, veteran's organizations, affordable housing programs and more. Donations to the foundation are tax-deductible and funds received are reinvested into the community.

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 and 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. For more information, call 651-770-7000, 800-247-0857 or visit [www.idealcu.com](http://www.idealcu.com).

-30-

(Photo caption) – Brian Sherrick, (left) Ideal CU President/Ideal Community Foundation Chairman, Emily Kelly, (center) Ideal CU Casual for a Cause coordinator, and Cindy Kurtz, (right) Ideal Community Foundation Board Member, recently presented a check for \$2,500 to Salvation Army representative Mallory Birch (second from left). The funds will be used to make 156 additional coats for needy kids this winter.