



For immediate release
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NEWS RELEASE

Ideal Credit Union to Give \$5,000+ Away Again at Annual Community Appreciation Event

(Woodbury, MN – June 30, 2015) – Last year’s Community Appreciation event was such a big hit, Ideal Credit Union is doing it again – 5 branches in 5 days. Set for August 10-14, Ideal CU is inviting the community to stop by its branches to enjoy a hot dog and obtain a free sample from the vault. The serial number on that free sample could be the ticket to winning \$1,000 in one of the credit union’s daily giveaways.

As an added bonus, members will receive a “Get Wiify” t-shirt when they present their postcard invitation. “Get Wiify,” an acronym for “What’s in it for You,” is a fresh approach to enlighten members and prospective members about the value-added products, services and benefits Ideal CU offers.

A food truck from Aesop’s Table will be grilling hot dogs from 11:30 a.m. – 1:30 p.m. on the following dates at these Ideal CU locations:

- Monday, August 10 – Eagan office, 3225 Denmark Ave.
- Tuesday, August 11 – Hugo office, 14750 Victor Hugo Blvd. N.
- Wednesday, August 12 – North St. Paul office, 2401 N. McKnight Rd.
- Thursday, August 13 – West St. Paul office, 1725 S. Robert St.
- Friday, August 14 – Woodbury office, 8499 Tamarack Rd.

As an active community partner, Ideal CU is encouraging attendees to bring a nonperishable food item to donate to local food shelves. The Ideal Community Foundation will again present checks to local food shelf representatives at each branch during the celebration to help feed our

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hungry neighbors. Last year \$2,500 was given to local food shelves in five different Minnesota cities. Coats for the annual for the Salvation Army Coats for Kids drive will also be collected.

In 2014, hundreds turned out each day to take part in the celebration. Over 3,700 hot dogs were consumed over the course of the week, and five lucky attendees each took home \$1,000 for having the winning serial number on their \$1.00. “Last year’s inaugural event was a huge success and a great way to thank our members and the community for their support,” said Ideal CU President/CEO Brian Sherrick. “As we mark our 89th year in business and the 1st Anniversary of our name change, we felt another celebration was in order.”

Complete information on the Ideal CU Community Appreciation event and official rules will be posted in mid-July at www.idealcu.com.

Founded in 1926, 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, Apple 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.

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Photo caption:

Ideal Credit Union's week-long Community Appreciation Event in 2014 attracted a large crowd, like this one at the North St. Paul office. Over 3,700 hot dogs were consumed over the course of the week, and five lucky attendees each took home \$1,000 for having the winning serial number on their \$1.00 bill.