

FOR IMMEDIATE RELEASE

## Alpena Alcona Area Credit Union Receives 2<sup>nd</sup> Place Dora Maxwell Award for Social Responsibility and Recognition



*In photo from left to right: Liza Rizk from MCUL presents Lauren Clarke, SEG Coordinator with a 2<sup>nd</sup> Place Dora Maxwell Award.*

**Alpena, Michigan, November 30th, 2010—** Alpena Alcona Area Credit Union was presented a 2<sup>nd</sup> place Dora Maxwell Social Responsibility and Recognition Award for their tremendous teamwork fundraising for Amyotrophic Lateral Sclerosis (ALS), commonly called Lou Gehrig's disease.

The Dora Maxwell Social Responsibility Recognition Program was established to encourage credit union and chapter involvement in community projects and activities. The award acknowledges the exceptional community contribution and charitable works of a credit

union. The judges look at the involvement of staff volunteers, at all levels of employment, as well as the amount of funds raised.

Commonly called Lou Gehrig's disease, Amyotrophic Lateral Sclerosis is a disease of the motor neurons, which are the muscle-controlling nerve cells in the brain and spinal cord that control voluntary muscle movement. As the disease progresses and the body's muscles waste away, simple tasks like walking, talking, and eating become increasingly difficult and then impossible, but for a vast majority of people suffering with this disease, their minds remain unaffected. Ultimately, the rapidly progressing disease affects all voluntary muscles, resulting in paralysis. Those diagnosed with ALS have a 3- to 5-year average survival. ALS can happen to anyone and there is no known cause or cure.

Alpena Alcona Area Credit Union employees select four community or charity organizations that they would like to fundraise for during each quarter of the year. Alpena Alcona Area Credit Union decided to select this charity for their first quarter of 2010 (January 1<sup>st</sup> through March 31<sup>st</sup>) because they were approached by Jamie Anschuetz-Gohlke who was organizing an event "An Evening to Strike out ALS" on March 13<sup>th</sup> in honor of her mother, Debbie Anschuetz, and family friend, Chris Marchand, who both have ALS. The staff was touched by the plight of these families and impressed and inspired with the work that was being put into the "Strike Out ALS" fundraiser and wanted to offer their support.

Through the hard work of its employees and the generosity of its membership, Alpena Alcona Area Credit Union was able to raise \$4,298.04 for Amyotrophic Lateral Sclerosis (ALS) research. Each branch of Alpena Alcona Area organized many different fundraisers to raise money for the charity. Book sales, bake sales, and carnation sale for Valentine's Day were just some of the activities used to raise funds. Candy bars were sold at teller windows, and staff could donate \$2.00 on Fridays to dress down in jeans and sneakers. The Oscoda Branch of Alpena Alcona Area Credit Union's organized a bowling fundraiser at Vista Lanes in Oscoda on March 27<sup>th</sup>. Oscoda employees collected \$816.73 in pledges. Staff from the

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Tawas Branch of AAACU also participated, collecting \$71.00 in pledges. The Credit Union also sold blue MDA-ALS wristbands, MDA-ALS pins, and clover-shaped cut-outs to raise money.

AAACU's 2<sup>nd</sup> place winning entry for the Dora Maxwell Award took the form of a scrapbook assembled by Lauren Clarke, SEG Coordinator, detailing the various activities the Credit Union participated in to raise funds for Lou Gehrig's disease research.

*Alpena Alcona Area Credit Union serves members primarily in Alpena, Alcona, Montmorency, and Iosco counties with 8 locations—a main office located in Alpena, with branch offices in Ossineke, Lincoln, Atlanta, a Tiger Branch in Alcona Community Schools, Oscoda and Tawas offices, and an additional branch in Alpena. As of October 31<sup>st</sup>, 2010, Alpena Alcona Area Credit Union provides service to 26,952 members and has total assets equal to \$240,881,569.*

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