

FOR IMMEDIATE RELEASE

Alpena Alcona Area Credit Union Raises \$4,298.04 for Lou Gehrig's Disease



In photo from left to right: Back row—Lorna Dellar, Patti Tews, Terry Nelkie, and Charlie Negro. Front row—Jaime Anschuetz-Gohlke, Dave McNeil, Dorothy Pintar, Donald J. Mills, and Jessica Radziejewski

Alpena, Michigan, April 27th, 2010: 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.

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 was approached by Jamie Anschuetz-Gohlke who was organizing an event “An Evening to Strike out ALS” on March 13th in honor of her mother, Debbie Anschuetz, and family friend, Chris Marchand, who both have ALS. 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. During the 1st quarter of 2010 (January 1st through March 31st) the staff of Alpena Alcona Area Credit Union chose to focus their efforts on ALS.

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 bowling fundraiser at Vista Lanes in Oscoda on March 27th was very successful. Oscoda employees collected \$816.73 in pledges. Staff from the 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.

“An Evening to Strike out ALS” raised a record \$30,000. Anschuetz-Gohlke wrote to AAACU stating, “I cannot thank you enough for taking us on for your quarterly fundraiser. My family is very grateful to you all as well.”

In a letter from the North Central Michigan Chapter of the MDA-ALS Division, Health Care Services Coordinator Kimberly Creamer states, “Currently there are 66 ALS related research projects taking place worldwide. MDA is aggressively seeking treatments and cures and supports the single largest nongovernmental research program for ALS. MDA’s mission is to find treatments and cures. This means not only funding excellent basic research, but also capitalizing on this pipeline with programs targeted to each phase of research required to move promising projects out of the labs into the clinic. Together, we will find treatments and one day find a CURE for ALS.”

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 March 31st, 2010, Alpena Alcona Area Credit Union provides service to 26,966 members and has total assets equal to \$238,218,398.

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