

FIND YOUR  
*platinum lining*

ICU DAY

IN CREDIT UNIONS™

EST. 1948

#PlatinumLiningFound

THURSDAY, OCTOBER 18



## Find Your Platinum Lining in Credit Unions...

October 18, will mark the 70th anniversary of International Credit Union Day. This year's theme is "Find Your Platinum Lining." It combines the traditional gift of platinum for 70th anniversaries with a play on the saying "every cloud has a silver lining." This year's theme emphasizes the credit union movement's loyalty to its members and its mission to provide them financial support and guidance. It's about people helping people.

In celebration of ICU Day, Indianhead Credit Union will be hosting fundraising events for our local Food Pantries, helping feed struggling families within our charter, while showing them that every cloud truly does have a silver lining.

### Here's what we're doing:

- *For every Indianhead CU Debit or Credit Card transaction on ICU Day, we'll donate 25¢ (up to a total of \$600) to be divided among three local Food Pantries (one chosen by each office), helping feed less fortunate people in our Charter.*
- *Throughout the month of October, the Credit Union will accept non-perishable food items and cash donations in each office. The Credit Union will match cash donations (up to a total of \$900) to be divided among the same three local Food Pantries chosen by each office.*
- **Coloring "Contest"** for kids (ages 12 and under): kids will receive a pumpkin\* suitable for carving when they submit an entry or donate a non-perishable food item. All artwork will be entered in a prize drawing. **\*Limit one pumpkin per child.**
- *The Credit Union will also offer "Denim Fridays" to all employees each time they donate \$5 or more to our cause, Denim ICU Day is also available to employees for an additional \$5 donation.*