

For immediate release:
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Give the Gift of Warmth this Winter with WESTconsin Credit Union

WESTERN, WI—This holiday season, WESTconsin Credit Union will host *The Mitten Tree* campaign—a Kindness Counts initiative. While the annual collection event will be a little different this year, the credit union is excited to collect cold weather apparel and accessories for those in need as the winter season's sub-zero temperatures set in. Last year, the credit union collected 3,019 items and \$4,411.18 in support of this cause.

Donation bins will be available on November 10, 11, 17, and 18 (Tuesdays and Wednesdays). Items can be dropped off at any WESTconsin office during regular office hours in the marked bin. Acceptable items include *new* mittens, gloves, hats, scarfs, earmuffs, coats, boots and blankets, please no previously used items. Items can be handmade, or store purchased, and suitable for all age groups. All items will be given to community partners with time to “quarantine” the items before distribution.

Monetary donations will also be accepted from November 9 – 22 through any office drive-up, by calling the WESTconsin Service Center at (800) 924-0022, or via the credit union's PayPal account accessible at westconsincu.org.

Local distribution will take place prior to the holidays thanks to the following community partners:

- **Altoona** | The Bolton Refuge House
- **Amery** | Amery School District, Operation Christmas
- **Baldwin** | St. Croix Valley Family Resource Center
- **Barron** | Gift from the Heart Program
- **Chippewa Falls** | The Spirit of Christmas
- **Eau Claire** | Drug Endangered Children of Eau Claire
- **Ellsworth** | Pierce County Food Shelf
- **Hudson** | Operation Help
- **Menomonie-Downtown** | River Heights Elementary
- **Menomonie-East/Administrative Center** | Ridgeland Elementary
- **Menomonie-North** | Bridge to Hope
- **New Richmond** | Grace Place, Head Start, Five Loaves Food Shelf
- **Prescott** | Hometown Holidays Secret Santa
- **River Falls** | Our Neighbors' Place
- **Spring Valley** | St. Croix Valley Family Resource Center

WESTconsin Credit Union has been serving members since 1939, and membership is open to anyone who lives or works in the Wisconsin counties of Barron, Buffalo, Burnett, Chippewa, Clark, Dunn, Eau Claire, Jackson, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Taylor, Trempealeau, and Washburn, or the Minnesota counties of Anoka, Chisago, Dakota, Goodhue, Isanti, Pine, Ramsey, Wabasha, and Washington, with a \$5 minimum deposit in a Membership Savings Account. Credit unions are financial institutions owned by their accountholders, and member funds are federally insured by the National Credit Union Administration (NCUA) up to at least \$250,000.



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