



# PRESS RELEASE

## Pima Federal Credit Union Spreads Holiday Cheer with Generous Community Giving Initiative.

**Tucson, Arizona – December 18, 2023** – Pima Federal Credit Union (Pima Federal) proudly announces contributions to its members and local organizations this holiday season. In the spirit of giving, the credit union has distributed \$26,000 through donations and prizes, displaying its commitment to enhancing the lives of those in our community.

Ahead of the Thanksgiving holiday, Pima Federal randomly gifted twenty of its members with a \$250 Fry's Food gift card to help make their holiday brighter. The giveaway was a display of the credit union's appreciation to their membership who has placed their trust in Pima Federal for their financial needs.

In early December, the credit union had a second random giveaway for their members, this time in the form of a \$1,500 cash giveaway to five lucky members of Pima Federal. The five winners each received a deposit into their account for the prize amount to help offset the cost of holiday expenses.

Pima Federal also continued the giving in December by supporting Ramon's Miracle on 31st street which provides gifts to children and families in need within the Tucson community. Credit union volunteers shopped for items and delivered them to the organization in time for their holiday celebration on December 17th.

Later in December, Pima Federal continued their tradition with the Pima Elves Gift Giving Program to spread cheer and give back to local non-profit organizations. Each of Pima Federal's twenty-four departments and branches chose an organization to provide a \$500 donation to. The total donation amount of \$12,000 supported multiple deserving organizations with varying causes throughout town.

In addition to the monetary prizes and donations, the credit union is participating in KVOA's Season 4 Hope campaign to collect donations for The Community Food Bank, Toys for Tots, and The Diaper Bank. Each Pima Federal location has bins available to collect these donations through December 20, 2023.

Pima Federal Vice President of Marketing, Jennifer Overpeck stated, "It is so incredibly rewarding to give back year-round, but especially during the holidays. Not only did we want to show appreciation for our existing members, but we also wanted to thank new members and the community for their support. It is with grateful hearts that we share the joy this holiday season!"

As a local credit union, Pima Federal has remained dedicated to supporting the financial well-being of the community and was excited to give back so much during the holiday season. Through these initiatives, the credit union strives to make a meaningful difference in the lives of its members and neighbors.

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**PHOTOS:** *Top row:* Winners of our Holiday Cash Giveaway (left); Thanksgiving Gift Card Giveaway winner (center); and Silverlake Branch staff shopping for Miracle on 31<sup>st</sup> St. (right). *Bottom row:* Pantano Staff at Casa de los Niños (left) and Executives at PACC (center) presenting their Pima Elves donation checks to their chosen non-profit organization; Pima staff member at KVOA's Season4Hope Live Drive (right).

### ABOUT PIMA FEDERAL CREDIT UNION

Pima Federal Credit Union has been serving the Greater Tucson community since 1951 as a not-for-profit cooperative. The credit union now has eight branches within Pima and Apache counties and proudly serves over 65,000 members. As a credit union, earnings are returned to its membership through market-leading interest rates and lower service fees. Pima Federal is committed to providing the highest possible value by offering relevant products and services, the latest in technology features, and superior personal service. The credit union is dedicated to helping community members reach their dreams of homeownership, start their own business, and achieve their personal financial goals. To learn more, visit [www.pimafederal.org](http://www.pimafederal.org). Federally Insured by NCUA.

### Pima Federal Media Contact:

Jennifer Overpeck, *Vice President of Marketing*, [joverpeck@pimafederal.org](mailto:joverpeck@pimafederal.org)  
 Lynette Arvizu, *Lead Marketing Officer*, [larvizu@pimafederal.org](mailto:larvizu@pimafederal.org)