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Credit Union is once again a corporate sponsor during December's PBS pledge drive

*On Dec. 4, Education First Credit Union will again 'own the night';
the 2007 effort resulted in state and national awards from the credit union industry*

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NOVEMBER 2008 — For the second year in a row, **Education First Credit Union** will serve as the sole corporate sponsor Dec. 4 on WTVS Detroit Public Television during the station's annual fall PBS pledge drive. For that night, the credit union will match up to \$10,000 pledged by those who call Channel 56 during the five-hour event, which begins during the "Newshour With Jim Lehrer" at 6 p.m.

Last December, the credit union also was the corporate sponsor for the night — and helped raised nearly \$42,000 for Detroit Public Television.

During the Dec. 4 event, viewers will be able to call 800-859-9887 to make a pledge to Detroit Public Television.

"Once again, this is an exciting opportunity for us to support educational programming on a grand scale," said credit union President/CEO Teri Creighton. More than 30 members of her staff and the credit union's Board of Directors will be in the Channel 56 Detroit studios, answering phones and taking pledges from viewers.

And most will be repeat volunteers from last year.

Education First Credit Union's commitment to repeat its partnership with Detroit Public Television comes on the heels of its receipt of a state and national award for its 2007 efforts:

- The Michigan Credit Union League (MCUL) first announced that the credit union had received the state Dora Maxwell Social Responsibility Award for its participation with Channel 56.

- The Credit Union National Association (CUNA) then announced that the credit union had also received the national Dora Maxwell award — which will be presented in February at CUNA's annual conference.

"Receiving the Dora Maxwell awards at the state and national levels just put icing on the cake of what we feel is an outstanding example of how we put the credit union philosophy — 'people helping people' — into action," Creighton said. "To help raise the kinds of funds we did last year — and then to be recognized for those efforts within our industry, is a credit to our staff and our board."

About the WTVS program schedule: The evening's special programming will begin at 8 p.m. with the "Roy Orbison — A Black & White Night" concert, followed by a tribute to the Beatles.

CUTLINES

Lloyd Slinglend (standing left), board chairman of Education First Credit Union, is interviewed on camera by WTVS pledge night host Dave Devereaux during last December's fund-raising effort. The sunglasses worn by Slinglend and the credit union staff coincided with that night's programming which included a special concert by the late Roy Orbison.

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