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## FOR IMMEDIATE RELEASE

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## Central PA Credit Unions Take Part in 2016 Pay 4 Play Radio-Thon

**Middletown, Pa.** (Nov. 18, 2016) – 90,000 kids. That’s how many children Penn State Hershey Children’s Hospital treats from the central Pennsylvania region every year. The hospital is also part of Children’s Miracle Network (CMN) Hospitals, and the recipient of \$210,320 raised during the 2016 Pay 4 Play radio-thon!



*Credit union employees manned the phone bank and took donations at The 105.7 The X Rocks studios during Pay 4 Play.*

This annual event, which was held on Nov. 10-11, 2016, is a radio-thon that raises money for life-saving equipment, research and treatment programs for CMN Hospitals at the Penn State Hershey Children’s Hospital. The Pay 4 Play is broadcast for 28 hours straight, and listeners can request a song of their choice in exchange for a donation to CMN Hospitals. Some songs require higher donations, depending on how far the song deviates from the host station’s alternative rock genre.

(more)

The host for the event was the 105.7 The X Rocks *People’s Morning Show* team, Nipsey, Earl David Reed and Jen Shade. Pay 4 Play celebrated its 10th anniversary this year and ran from 5 a.m. on Nov. 10 through 9 a.m. on Nov. 11. For the entire 28 hours, the morning show personalities accepted requests and donations from callers. Volunteers from six central Pennsylvania credit unions, including Vizo Financial, worked the phone bank at various times to take donations in support of this effort.

The following central Pennsylvania credit unions were the naming rights sponsors of this year’s Pay 4 Play:

- Belco Community Credit Union
- First Capital Federal Credit Union
- Heritage Valley Federal Credit Union
- LANCO Federal Credit Union
- Lebanon Federal Credit Union
- Members 1<sup>st</sup> Federal Credit Union
- New Cumberland Federal Credit Union
- Pennsylvania State Employees Credit Union (PSECU)
- Vizo Financial Corporate Credit Union
- Wheatland Federal Credit union
- White Rose Credit Union

“Being a part of Pay 4 Play for the past several years has been a truly rewarding experience for our organization and all of the credit unions who participate,” said Erin Doan, administration and community relations director for Vizo Financial. “It’s amazing to see the radio hosts, the credit unions and the listeners all work together to bring in much-needed funds to make sure the kids at Penn State Hershey Children’s Hospital get the best treatment possible.”

Vizo Financial would like to thank everyone who donated and the 105.7 The X Rocks *People’s Morning Show* team, Nipsey, Earl David Reed and Jen Shade for hosting the 2016 Pay 4 Play event.

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***About Vizo Financial Corporate Credit Union***

Vizo Financial Corporate Credit Union’s goal is to drive credit union success through proven EXCELLENCE, unmatched EXPERTISE and engaged PARTNERSHIPS. It is a state chartered corporate credit union that serves CUSOs, leagues, chapters and more than 1,200 credit unions in the U.S. and Canada. Vizo Financial provides money management, payments, technology, risk management and people development solutions. For more information, please visit [www.vfccu.org](http://www.vfccu.org).