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## FOR IMMEDIATE RELEASE

### For More Information Contact:

Margaret J. Blankers, MJB Public Relations Group  
(866) 714-7041 • margaret@mjbpr.com

## Central PA Credit Unions Co-Sponsor & Volunteer at 2017 Pay 4 Play

**Middletown, Pa.** (Nov. 13, 2017) – Can you imagine raising \$241,363.30 in less than two days? That's what happened at this year's Pay 4 Play radio-thon supporting Children's Miracle Network (CMN) Hospitals! Central Pennsylvania credit unions took part in the event as co-sponsors and volunteers.



*Vizo Financial and Central Pennsylvania credit unions volunteered on the phone bank to take listener requests and donations during the 2017 Pay 4 Play.*

Now in its 11<sup>th</sup> year, Pay 4 Play is a continuous 28-hour radio-thon where listeners can request a song of their choice in exchange for a donation to CMN Hospitals at Penn State Children's Hospital. Some songs require higher donations, depending on how far the song deviates from the host station's alternative rock genre.

The 2017 Pay 4 Play was held from 5 a.m. on Nov. 9 through 9 a.m. on Nov. 10, and was hosted by 105.7 The X Rocks *People's Morning Show* team, Nipsey, Earl David Reed and Jen Shade. For the entire 28 hours, the morning show personalities accepted requests and donations from callers. Volunteers from several Central Pennsylvania credit unions also worked the phone bank at various times to take donations.

(more)

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

- Belco Community Credit Union
- Blue Chip Federal Credit Union
- First Capital Federal Credit Union
- Heritage Valley Federal Credit Union
- Lanco Federal Credit Union
- Lebanon Federal Credit Union
- Pennsylvania State Employees Credit Union (PSECU)
- Vizo Financial Corporate Credit Union
- Wheatland Federal Credit Union

“For credit unions, ‘people helping people’ is a philosophy that allows us to embrace the communities we serve and be of assistance when they need it most,” said Erin Doan, administration and community relations director for Vizo Financial. “By being a part of Pay 4 Play, we’re able to make that philosophy into a reality. Vizo Financial and Central Pennsylvania credit unions truly appreciate the opportunity we’ve been given to lend a hand during this wonderful event that directly benefits local children and their families.”

All money raised during this event is being donated to Penn State Children’s Hospital in Hershey, Pa., to support the treatment of sick and injured children. To learn more about Penn State Children’s Hospital, [click here](#).

Vizo Financial would like to thank the 105.7 The X Rocks *People’s Morning Show* team, our fellow credit unions and co-sponsors and everyone who donated to the 2017 Pay 4 Play!

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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).