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For More Information Contact:

Cheryl Johnson, Cheryl Johnson PR
(913) 488-2710 • cheryl.johnson.pr@gmail.com

Central PA Credit Unions Rock & Raise for 2020 Pay 4 Play Radiothon

Middletown, Pa. (Nov. 17, 2020) – It was a time of rocking and raising as the 14th annual Pay 4 Play radiothon benefitting Children’s Miracle Network (CMN) Hospitals took place on November 12-13, 2020! Once again, Central Pennsylvania credit unions acted as the Pay 4 Play naming rights sponsor of the event, which was held by 105.7 The X Rocks’ *People’s Morning Show* to raise money for local CMN Hospital, Penn State Children’s Hospital in Hershey, Pa.

The much-anticipated 28-hour radiothon has been allowing listeners to request a song of their choice in exchange for a donation to Penn State Children’s Hospital for the past 14 years. Depending on how far the requested songs deviate from the host station’s alternative rock genre, some may require higher donations.

And it’s all for a good cause, as the money raised – a whopping \$315,981.35 from this year’s event – goes toward treatment programs, equipment and other necessities to help care for the children of Penn State Children’s Hospital. To learn more about Penn State Children’s Hospital, [click here](#).

This year’s Pay 4 Play, hosted by 105.7 The X Rocks *People’s Morning Show* team, Nipsey, Robb and Jen Shade, was held from 6 a.m. on Nov. 12 through 10 a.m. on Nov. 13. During this time, the morning show hosts accepted requests and donations from callers. The entire event was broadcast via livestream rather than in-person due to COVID-19 pandemic restrictions.



(more)

Erin Doan, administration and community relations director for Vizo Financial, sat down for an on-air interview with the morning show hosts, alongside Miracle Ambassador and former Penn State Children’s Hospital patient, Sammy Hill. As part of the interview, Doan presented a donation check from Vizo Financial to CMN Hospitals.

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
- Hershey Federal Credit Union
- New Cumberland 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

“It’s always a thing of pride to be sponsoring the Pay 4 Play for Children’s Miracle Network Hospitals,” said Erin Doan, administration and community relations director for Vizo Financial. “Although we weren’t on the front lines volunteering with the phone bank for social distancing purposes, we were so happy to represent the power of the credit union movement’s ‘people helping people’ philosophy and support our cherished CMN Hospitals at Penn State Children’s Hospital.”

Over the past 14 years, Pay 4 Play has brought in over \$2.3 million for Penn State Children’s Hospital. To learn more about Penn State Children’s Hospital, [click here](#).

A huge thank you goes out to the 105.7 The X Rocks *People’s Morning Show* team, Central Pennsylvania credit unions and co-sponsors and everyone who donated to the 2020 Pay 4 Play! Keep rocking and raising!

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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.