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FOR IMMEDIATE RELEASE
TBACU Launches 2016 Box Tops Challenge

Traverse City, MI – TBA Credit Union is launching a new program to raise more awareness and funding for local area schools.

Many people are familiar with the Box Tops for Education Program that helps raise money for schools \$0.10 at a time. It's easy to donate those box tops if you have a school age child, but for many, those box tops are discarded or recycled with the rest of the box for lack of donation sites. Last year TBA Credit Union held a competition within its branches to raise the most box tops; the winning branch was able to vote for the school where all of the collected box tops would be donated.

"Our staff loved the program last year, and we were able to collect over 500 box tops to donate to Fife Lake Elementary School." Lorri Wolf, Marketing Assistant, " Because of its success we wanted to invite the community to participate as well, and that's when we came up with the idea of a Box Tops Challenge."

The school who will receive the box tops will be chosen by a photo contest held on TBA Credit Union's Facebook page. The Box Tops will be collected at both branches until the end of September. Visit tbacu.com to learn more about this new program.

"We're always looking for different ways to support our community and give back," said Christie Dompierre, Marketing Director. "We are excited to offer this new opportunity for schools."

A \$170 million (assets) credit union, TBACU provides financial services to over 15,000 members in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau counties. In addition to two branches located in Traverse City, there are over 30,000 surcharge-free ATMS made accessible across the nation through the COOP Network.

For more information about TBA Credit Union, visit tbacu.com or call 231.946.7090.

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