



For Immediate Release

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## **Arsenal gave from the heart to raise money for CMN**

Compassion, and a little friendly competition, motivated Arsenal Credit Union employees to raise money for Children's Miracle Network during this year's Miracle Week. The Arnold-based credit union participated in an extended version of this CMN fundraiser; both frontline and back office staff were encouraged to sell paper hearts to members, friends, and family February 9-21.

Employees competed against each other to sell the most hearts. The top two winners, Administrative Assistant Heather Reed and Teller Stacey Schubert, who collectively sold 255 hearts, each received a pair of movie passes for their hard work. Altogether, ACU employees raised \$681 for the charity.

"We knew that this would be a quick and easy way to raise money for a great charity, but we had no idea it would go this well," says AVP of Human Resources Lori Crutchley. "We are very proud of our staff's efforts to raise money during this event."



*Heather Reed received a pair of movie passes for selling 153 hearts.*

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*Arsenal is a not-for-profit financial institution with five branches in the St. Louis area. The credit union, founded in 1948, serves 20,000 members and has \$111 million in assets. The purpose of Arsenal Credit Union is to promote thrift among its members by affording them an opportunity for accumulating their savings; to create for them a source of credit at fair and reasonable rates of interest; to provide the opportunity for the members to use and control their money for their mutual benefit; and to assist in the financial education of members and people who live in the community.*