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**FREEDOM FEDERAL CREDIT UNION LAUNCHES SECOND ANNUAL
#FREEDOMTOHELPCHALLENGE**

Social Challenge Celebrates Volunteers and Builds Awareness for Harford County Non-Profits

Bel Air, MD – Freedom Federal Credit Union is pleased to announce the second annual #FreedomToHelpChallenge, inspired by the giving season and the Credit Union Philosophy of ‘people helping people’. The six week social media challenge will run from November 1st through December 12th, and is open to the general public. Individuals, businesses, and local non-profits are welcome to post pictures and accompanying stories of Harford County-based volunteerism for the chance to win a \$1,000 philanthropic gift to their local charity of choice among other weekly prizes.

In recognition of the #FreedomToHelpChallenge’s social impact, Freedom Federal Credit Union was awarded The Dora Maxwell Social Responsibility Community Service Award from the Credit Union

National Association (CUNA) earlier this year. In 2018, the challenge brought awareness to dozens of Harford-County based non-profits by reaching over 70,000 individuals with images and stories about local volunteers and the causes they support. Suzanne Forno won the challenge in 2018 and designated her \$500 prize to The Brandon Tolson Foundation. With so much support and enthusiasm from the community, Freedom has doubled the grand award to \$1,000.

Entrants can post via Facebook, Twitter, or Instagram, and must use the publically searchable hashtag, #FreedomToHelpChallenge, in order to submit their entries. Instagram users are encouraged to direct message the Credit Union @freedomfedcu if their accounts are private. Public voting will be available every Friday during the challenge on Freedom's Facebook page and on Tuesday, December 17th, to vote for the grand prize winner. Visit Freedom's website for full contest details at freedomfcu.org/helpchallenge and like Freedom's Facebook page to get real-time contest updates at facebook.com/FreedomFCU/.

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About Freedom Federal Credit Union

Freedom Federal Credit Union is a community-chartered federal credit union offering consumer financial services to those who live, work, volunteer, worship, attend school, or have family in Harford County. Additionally, Freedom offers a full-line of banking services for all businesses, associations, and other organizations that are based in Harford County. Freedom has been in business since 1953 and has five locations throughout Harford County. To learn more, visit freedomfcu.org