

Contact: Carmen David Mirabile
Senior Vice President, Marketing
410-612-2111
cmirabile@freedomfcu.org



FOR IMMEDIATE RELEASE:
October 28, 2020



FREEDOM FEDERAL CREDIT UNION LAUNCHES THIRD ANNUAL #FREEDOMTOHELPCHALLENGE
Social Challenge Celebrates Volunteers and Builds Awareness for Harford and Baltimore County Non-Profits

Bel Air, MD – Freedom Federal Credit Union is pleased to announce the third 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 2nd through December 10th, and is open to the general public. Individuals, businesses, and local non-profits are welcome to post pictures and accompanying stories of Harford or Baltimore 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 by the Credit Union National Association (CUNA) in 2019. Since its first run back in 2018, the challenge has brought awareness to dozens of local non-profits by reaching tens of thousands of individuals with images and stories about local volunteers and the causes they support.

Anthony Johnson won the challenge in 2019 and designated his \$1,000 prize to the Boys & Girls Clubs of Harford and Cecil Counties to support a Young Barber’s Club that he leads voluntarily at the Edgewood Club. Thanks to the #FreedomToHelpChallenge, support for his cause skyrocketed, and Mr. Johnson was

interviewed by several major news outlets and received additional donations for his program. With so much enthusiasm from the community, Freedom is especially looking forward to bringing awareness to the many local causes that have continued to carry out their missions and provide much needed services throughout the pandemic.

Entrants can post via Facebook, Twitter, or Instagram, and must use the publicly 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 15th, 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/.

###

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 and Baltimore Counties. Additionally, Freedom offers a full-line of banking services for all businesses, associations, and other organizations that are based in Harford or Baltimore County. Freedom has been in business since 1953 and has five locations throughout Harford County. To learn more, visit freedomfcu.org