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FREEDOM
FEDERAL CREDIT UNION

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## FREEDOM FEDERAL CREDIT UNION TO LAUNCH FOURTH 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 fourth annual *#FreedomToHelpChallenge*, inspired by the giving season and the Credit Union Philosophy of 'people helping people'. The six-week social media challenge will accept submissions from November 1st through December 9th 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* original concept and viral impact, Freedom Federal Credit Union received the prestigious 2021 MACQUEE Award, selected via a nationwide vote through the Marketing Association of Credit Unions. The campaign was also awarded a 2021 Trailblazer Award from the Maryland & DC Credit Union Association in their social media category.

Since its inception 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.  In 2019, the growing social media challenge was also awarded The Dora Maxwell Social Responsibility Community Service Award by the Credit Union National Association (CUNA).

Breathe 379 won the challenge in 2020 and used the funds to support their Hope Center.  Based in Edgewood, Maryland, the food and clothing pantry offers a relaxing judgement-free environment and complimentary coffee bar to help ease stress and offer the hope that is very much needed in everyone's life from time to time.  As a result of the focus local media puts on this challenge, every participating organization and volunteer has an opportunity to reach a wider audience and spotlight their cause.

"2020 was an especially trying year for our community non-profits," commented Mike MacPherson, President and CEO of Freedom Federal Credit Union.  "Despite their challenges, so many local organizations continued to carry out their missions and provide much needed services throughout the pandemic.  It was the highlight of our year to bring awareness to these causes through our *#FreedomToHelpChallenge* and we look forward to continuing to grow awareness for so many deserving local nonprofits."

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 14th, 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 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 six locations throughout Harford and Baltimore County. To learn more, visit freedomfcu.org.*