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FOR IMMEDIATE RELEASE

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“Honor One T-Shirt Day” Jumpstarts CoastHills’ Relay for Life Team Fundraising Efforts.

CoastHills Federal Credit Union staff members and their business partners combined to jumpstart the Credit Union’s Relay for Life Team fundraising efforts with an “Honor One” T-Shirt day on April 29th. More than 85 participants asked friends and colleagues to honor a cancer survivor or victim by adding their name to specially designed t-shirts, which were worn for the day on the 29th. A sponsorship of a dollar or more per name generated more than \$2,400 in contributions for the fight against cancer. Additionally, any CoastHills staff member could “buy the right to wear jeans for the day” by contributing \$5 to the team.

“We wanted to put a creative spin on fundraising this year, “ said Carolyn White, CoastHills’ Education Manager and “Honor One” event coordinator. “I think everyone who added a name to our shirts enjoyed a special moment to reflect on these wonderful honorees.”

Several local businesses, including restaurants Papa Murphy’s, Texas Cattle Company, and Mi Amore Pizza and Pasta, also displayed an Honor One T-Shirt during the week prior to the event, and received robust response from their patrons. Staff from Crestview Elementary and Buena Vista Elementary also participated. “Hopefully, there will come a day when raising funds to find a cure won’t be necessary,” Buena Vista Kindergarten Teacher and Cancer survivor Virginia McConnell commented. “In the meantime, we thought this was a great idea to honor the people so dear to us.”

CoastHills has been an active participant in the Relay for Life since the event’s inception in 1999. This year the team’s goal is to raise more than \$5,000 in sponsorships and pledges leading up to the event at Lompoc High School on May 16th and 17th. After Honor One Wednesday, the funds raised to date by the CoastHills team exceeded \$3,700. “We’re going to display all of the Honor One shirts at our tent during the relay, “ Ms. White said. “Those hundreds of honorees will be with us every step of the way.”

For more information on the Lompoc Relay for Life, go to www.relayforlife.org/lompocca

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About CoastHills Federal Credit Union

CoastHills currently serves more than 63,000 members in Northern Santa Barbara County and San Luis Obispo County with 11 branches and a full-service call center. With assets of more than \$600 million, CoastHills is one of the largest, independently owned financial institutions on the Central Coast.



CoastHills Relay for Life Team Members Pictured Left to Right, Carolyn White, Rebecca Pohlman, Eva Griffin, Marcy Hyde.



Mi Amore Employee Stacey Jurosky