



FOLLOWING OUR HEARTS!

Credit Unions united in supporting Children's Hospital Boston

NEWS RELEASE

CONTACT: Margaret Blankers
MJB Public Relations Group, LLC
(913) 385-2222 • (866) 714-7041 margaret@mjblankerspr.com

For Immediate Release

Credit Unions Exceeds \$3 MM in Funds Raised For Children's Hospital *Kids at Heart Patient-Partner Honored for Persistence and Achievement*

Burlington, Mass., May 11, 2009 – At a party celebrating patient-partners and their Boston Marathon runners, the *Credit Unions Kids at Heart* program presented Children's Hospital Boston with \$320,000. This donation, raised by employees, volunteers and friends of the 48 participating credit unions, brings total funds presented by *Kids at Heart* to **more than \$3 million**. In addition to the Marathon, the credit unions hold numerous fundraising events for the hospital on their own throughout the year, such as raffles, dances and the sale of various stuffed animals, tee-shirts or other items. Each July, *Kids at Heart* participants also sponsor an annual Credit Union Invitational Golf Tournament.

“This remarkable achievement by *Kids at Heart* is the culmination of exceptional effort by participating credit union staff, runners, patient-partners and their families, and volunteer supporters,” said Jane Melchionda, the program's founder and president/CEO of EasCorp. “It's thrilling to pass such a major milestone, and a great joy to see what can happen when credit unions act on our ‘people-helping-people’ philosophy.”

The weekend before the 113th Boston Marathon on April 20, Children's Hospital honored 13-year-old Andy Martin with the Katie Lynch Award. He was recognized for his courage and upbeat attitude in the face of serious adversity. Andy is the patient-partner of Ray Phillips, a board member of Hanscom Federal Credit Union in Bedford, Mass.

(more)

“Credit Unions Kids at Heart Program Exceeds \$3 MM For Children’s Hospital”
Kids at Heart Program
May 11, 2009/Page Two

The Katie Lynch Award recognizes individuals who show courage and an indomitable spirit in the face of great trials. Katie Lynch, who passed away in 2002, was born with a unique form of dwarfism but lived her life with a robust attitude, working as a Children’s Hospital employee, an advocate for patients’ rights, a tireless fundraiser and a sought-after motivational speaker. Nominees for the award must exude a positive spirit and an unyielding determination. Andy has demonstrated these qualities during each of the 10 Marathons in which he’s participated—but this year was even more difficult since Andy was being treated in the hospital when the race began and had to get a special afternoon pass so he wouldn’t miss out.

And, speaking of exceptional efforts, Andy and his fellow patient-partner, 16-year-old Mitchell Bourque, were recognized by the Boston Athletic Association for their participation in the Boston Marathon over the past 10 years. Again this year, Andy crossed the finish line with his partner-runner, Phillips, who himself won the Katie Lynch Award in 2005. Mitchell joined his partner-runner, Tracy Ferrazza, to finish the race. Both boys were given Marathon jackets in recognition of their perseverance.

“All of us connected with *Kids at Heart* are very proud of Andy and Mitchell,” said Melchionda. “And we congratulate all of our runners and patient-partners on their accomplishment and commitment to support Children’s Hospital Boston, which have so positively affected the lives of sick and injured children.

###

About the Credit Unions Kids at Heart Program

Established in 1996 and coordinated through EasCorp, headquartered in Burlington, Mass., the *Credit Unions Kids at Heart* program provides funding for Children’s Hospital Boston. In 2009, 48 credit unions are program sponsors, along with a number of credit union friends, volunteers and business partners. To date, *Kids at Heart* has raised more than \$3 million. For more information about the *Credit Unions Kids at Heart* program, call (800) 428-1144.