

FOR IMMEDIATE RELEASE:

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INDIANA MEMBERS CREDIT UNION CONTRIBUTES \$10,000 TO PROJECT 44 FOR
CANCER AWARENESS CARD

(Indianapolis, IN, March 20, 2024) On behalf of Indiana Members Credit Union (IMCU) members, IMCU recently presented a check for \$10,000 to Project 44 as part of its exclusive Cancer Awareness Debit Card Program. IMCU members nominate a different local cancer related organization to be the beneficiary each year. Project 44 was the selected beneficiary for the past year, receiving a contribution for each signature based transaction made with this card from March 2023-February 2024.

IMCU presented the check to board members of Project 44 on Tuesday, February 13, 2024.

“In our Mission to save lives through bone marrow and blood stem cell donation, this incredible gift from IMCU will help to fuel our efforts to raise critical awareness for the national bone marrow registry,” said Krissi Edgington, Co-Founder, Project 44. “Every ‘Yes’ is a vital part in giving those battling blood cancer a fighting chance at life, and being part of a community that cares so deeply allows us to create many more of those chances.”

Thorpe Miller, Chief Marketing Officer, IMCU stated, “IMCU is proud to support Project 44 and the legacy of Andrew Smith on behalf of our members. Our cancer awareness debit card was created to benefit local organizations that are making a difference in the fight against cancer. Project 44’s mission of saving lives through awareness, education, and advocacy of the bone marrow registry was a perfect fit. We encourage everyone to get swabbed and join the fight.”

Members between the ages of 18-40 who are interested in joining the registry to save a life can begin the simple, painless process by texting ‘PROJECT44IMCU’ to 61474.

The card is available for issue to members at IMCU’s 31 Indiana locations. The IMCU Cancer Awareness Debit Card is an option to members with a free checking account and can be issued immediately via IMCU’s instant issue program, which allows members to receive their debit card on the spot.

The new beneficiary for the IMCU Cancer Awareness Debit Card will be announced in the coming weeks on IMCU’s website and social media platforms.

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For more information about the IMCU Cancer Awareness Debit Card, please visit IMCU online at, www.imcu.com, or visit an IMCU branch for details.

About Indiana Members Credit Union

Indiana Members Credit Union, headquartered in Indianapolis, Indiana, was founded in 1956 on the campus of IUPUI. IMCU has since grown to 31 branches, serving Central and Southern Indiana, offering consumer and business members a full array of products and services. Traditionally offering better rates on loans and deposits, IMCU maintains true to its roots by “Keeping It Simple” for members. For more information, please visit IMCU online at www.imcu.com.

About Project 44

Project 44 was created in honor of the late Andrew Smith, a beloved, standout member of Butler’s two-time NCAA Finals basketball team. Having been a recipient of a bone marrow transplant in 2015, Andrew and his wife Samantha began their passionate work advocating for the national bone marrow registry and the need for ethnically diverse registry members through drives and educational events. Sadly, on January 12, 2016, at the age of 25, Andrew passed away following a two-year battle with cancer.

Now an incorporated 501(c)3 non-profit organization, Project 44 is committed to carrying out Andrew’s selfless work with its mission is to save lives through bone marrow donation. For more information or to support Project 44’s efforts, visit Project44.org. To join the registry, text “PROJECT44” to 61474.

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***Pictured left to right:** Krissi Edgington, Co-Founder/Vice President of the Board, Project 44, Lauren Houldsworth, President, Project 44 On-Campus Group, Board Member, Project 44, Adam Krupp, Board Member, Project 44, Thorpe Miller, Chief Marketing Officer, IMCU, Samantha Smith, Co-Founder/President of the Board, Project 44, Graham Honaker, Board Member, Project 44, and Christina Fugate, Secretary/Member of the Board, Project 44.

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