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**For Immediate Release July 14, 2021**

**America First Credit Union and Raiders Announce Winner of the Small-Business Showcase**

*Las Vegas-based gift baskets company receives Las Vegas Raiders sponsorship assets valued at $100K*

**Las Vegas** – America First Credit Union (AFCU) and its partner, Las Vegas Raiders, announced today that Any Occasions Baskets (AOB), a Las Vegas-based gift baskets company, is the grand-prize winner of their inaugural Small Business Showcase following the recent live finals event in the Shift4 Club at Allegiant Stadium. AOB received single-season sponsorship assets valued at $100,000 to promote the company’s mission to deliver unique and thoughtful gifting experiences. The sponsorship includes signage inside Allegiant Stadium, Raiders home game tickets, radio spots, and digital promotions from the Raiders’ website and mobile app.

“Small businesses, the lifeblood of the community, had an astonishingly tough year,” said **Thayne Shaffer, president/CEO of AFCU**. “America First is honored to continue promoting and fosteringentrepreneurship and proud to be part of the small-business journey. America First has the financial experience and tools to help small businesses succeed in whatever plans they have for reaching their goals. Thank you to our partner, the Raiders, for helping shine a light on small businesses, and congratulations to the winner and finalists."

“The Raiders are proud to support entrepreneurship along with America First Credit Union and bring focus to the importance of small business owners,” said **Raiders president Marc Badain**. “The Small Business Showcase provides local companies like this year’s deserving winner an important opportunity to succeed in achieving their goals.”

AOB was established because founder **Felicia Parker’s** believes that a great gift can have a profound impact on an individual, community and city. Parker plans to use the opportunity to shine a light on its “inspire” give-back program. For every customer’s basket purchase, a percentage of profits goes to local charities.

“We are thrilled and grateful to be named the America First Credit Union and Raiders Small-Business Showcase Winner,” said **Parker**. “We remain committed to giving back to local charities in our community.”

The winner and finalists were invited to a special event to showcase their business. Finalists of the 2021 Small Business Showcase competition include: (listed in alphabetical order)

* [Any Occasion Baskets](https://www.aoblv.com/) (Las Vegas, Nev.) (winner)
* [Blue Coolers](http://www.bluecoolers.com/) (Orem, Utah)
* [Elite Custom Adventures](http://www.elitecustomadventures.com) (Las Vegas, Nev.)
* [Lea Lana’s Bananas](http://www.LeaLanasBananas.com) (Las Vegas, Nev.)
* [Mooch’s Munchies](https://moochsmunchies.com) (Las Vegas, Nev.)
* [POOLTECHS](http://Www.pooltechslv.com) (Las Vegas, Nev.)
* [Redbox+ Southwest Vegas](https://redboxplus.com/las-vegas-southwest) (Las Vegas, Nev.)

Finalists were evaluated on how this opportunity would assist in successfully executing their business plans and how each small business represents and serves the community.

The 2021 contest garnered over 160 entries from candidates across Nevada and Utah.

In addition to the Small Business Showcase, ACFU and the Raiders share an expansive multiyear partnership, including the credit union named as the Raiders’ exclusive credit union and official debit card partner, as well as shared charitable donation efforts. In March 2021, America First Foundation and the Raiders Foundation donated $20,000 to support SafeNest, Nevada’s largest nonprofit dedicated to ending the epidemic of domestic violence.

**Editor’s Note: Interview opportunities with AFCU representatives are available.**

**B-roll/Photographs:** [Click here](https://www.dropbox.com/sh/9s8kxf8mzvehtzn/AACTMMb7e8zgoX9kpl8dvB-ea?dl=0) to access.

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