

**FOR IMMEDIATE RELEASE:**

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**INDIANA MEMBERS CREDIT UNION ANNOUNCES 2023 CANCER AWARENESS  
CARD BENEFICIARY**

**(Indianapolis, IN, April 14, 2023)** Indiana Members Credit Union (IMCU), Central Indiana’s largest credit union, is pleased to announce Project 44 as the new member-nominated beneficiary for its Cancer Awareness Debit Card. The IMCU Cancer Awareness Debit Card provides members an opportunity to support a different cancer-related organization each year. A portion of each signature transaction made with this card March 1, 2023 through February 29, 2024, up to \$10,000, will be donated to Project 44.

The card is available for issue to members at IMCU’s 32 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.

Project 44 was created in honor of the late Andrew Smith. Wearing the #44, Andrew was a beloved, standout member of Butler’s two-time NCAA Finals basketball team. Having been a personal recipient of a bone marrow transplant in November of 2015, Andrew and his wife Samantha were blessed with an additional three months together to make and share memories that would last well beyond Andrew’s final days on earth. On January 12, 2016, at the age of 25, Andrew passed away following a two-year battle with cancer. Committed to carrying out Andrew’s selfless work, Project 44’s initial goal was to save 44 lives. With a 1:430 ratio of registrants to matches, 18,920 new registry members are needed. Now an incorporated 501(c)3 non-profit organization, Project 44’s enhanced broader mission is to save lives through bone marrow donation. “The Project 44 organization is grateful for the support of IMCU and their countless members for the cancer awareness card initiative. Not only will this opportunity continue to help spread important awareness around this disease, it will help financially support our mission of saving lives through bone marrow donation,” said Drew Tower, executive director, Project 44.

“IMCU is honored to partner with Project 44 and support their important mission of saving lives through bone marrow donation,” said John Newett, president and CEO of IMCU. “We enjoyed cheering for Andrew at Butler and we are happy to help carry on his legacy with such a worthy cause.”

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For more information about the IMCU Cancer Awareness Debit Card, please visit IMCU online at, [www.imcu.com](http://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 32 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](http://www.imcu.com).

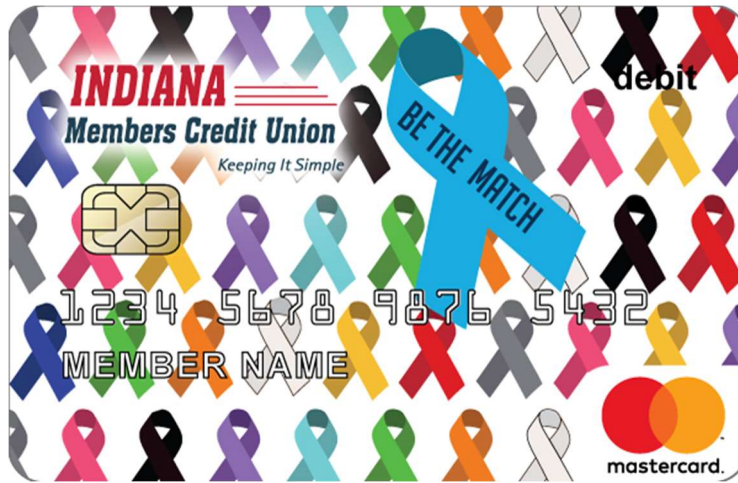
### **About Project 44**

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To date, Project 44 has added thousands to the registry, facilitated over 40 matches resulting in 10 stem-cell, life-saving transplants. To join the registry, text “Andrew” to 61474. For more information or to support Project 44’s efforts, visit [Project44.org](http://Project44.org) or follow them on Twitter, Instagram and Facebook at [@JoinProject44](https://www.instagram.com/JoinProject44). Together, we can win the fight against blood cancer.

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\*Pictured is the 2023 Indiana Members Credit Union Cancer Awareness Debit Card, benefiting Project 44.

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