



## **PSCU Kicks Off Fourth Annual “Credit Union Give Back Sweepstakes”**

**St. Petersburg, Fla. — (July 10, 2023) —** [PSCU](#), the nation’s premier payments credit union service organization (CUSO) and an integrated financial technology solutions provider, is pleased to announce its fourth annual [Credit Union Give Back Sweepstakes](#). Sponsored by PSCU, the rewards campaign will encourage card usage to increase member engagement and loyalty, while giving back to the communities in which credit unions and their members live and work.

Starting July 10 and running through Oct. 29, cardholders with credit union rewards points or a cash-back card must use their rewards card a minimum of four times per week (or participate in the alternate eligibility survey) to qualify for regular drawings. Throughout the campaign, five members will be randomly selected each month to receive \$5,000. In addition to the 20 individual sweepstakes winners, 10 credit unions will be randomly selected in October to receive \$10,000 to donate to local charities of their choice.

“For the fourth year in a row, PSCU is thrilled to offer the Credit Union Give Back Sweepstakes to our participating credit unions and their members,” said Annie Cox, vice president, Loyalty Solutions at PSCU. “We have seen this program not only help drive member loyalty, but also build positive relationships between our Owner credit unions and their members. We look forward to another year of advancing the ‘people helping people’ credit union philosophy and giving back to credit unions, members and their communities.”

All credit unions participating in PSCU’s points and rebate rewards programs are automatically enrolled in the campaign.

“There is so much to love about the Credit Union Give Back Sweepstakes, especially the cash prizes that PSCU randomly awards to members and participating credit unions,” said Cassandra Hendrixson, senior vice president at Arsenal Credit Union (Arnold, Mo.). “PSCU makes everything so easy for a credit union to participate and promote the sweepstakes – all at no cost to us! The program generates so much excitement for staff and members, and we like that the promotion runs for several months.”

For additional information about the Credit Union Give Back Sweepstakes, visit [campaigns.pscu.com/cugivebackssweepstakes/](https://campaigns.pscu.com/cugivebackssweepstakes/).

### **About PSCU**

PSCU, the nation’s premier payments CUSO and an integrated financial technology solutions provider, supports the success of more than 2,400 financial institutions and processes nearly 7.7 billion transactions annually. Committed to service excellence and focused on continuous innovation, PSCU’s payment processing, fraud and risk management, data and analytics, digital banking, strategic consulting and real-time payments platforms, along with 24/7/365-member support via its contact centers, help deliver personalized, connected experiences. The origin of PSCU’s model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 45 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit [pscuc.com](https://pscuc.com).

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