|  |  |
| --- | --- |
|  | For Immediate Release: January 8, 2024Contact: Nancy Loftis, VP of Marketing & PRnloftis@adviacu.org844-238-4228, ext. 1442 |

**Advia Credit Union Celebrates 10-Year Anniversary with Community Impact: Launches Canned Food Drive to Address Food Insecurities**

While Advia has been proudly serving its communities for nearly 90 years, this January marks a decade united under the name "Advia." Advia Credit Union is proud to celebrate 10 years officially being “Advia” and invites the community to join in the celebration through a meaningful initiative.

In commemoration of this special milestone, Advia is organizing a canned food drive from January 8-February 9 to address food insecurities in its local communities. During this campaign, individuals are encouraged to contribute unexpired non-perishable items at any of Advia's twenty-eight (28) branch locations. The collected donations will be distributed to local non-profit food agencies during the week of February 12, making a direct impact on alleviating hunger and supporting those in need.

Alex Minor, Advia’s Community Development Officer, shared the following: "In different chapters of my life, I have personally grappled with the harsh reality of food insecurity. Being part of an organization that is dedicated to actively combatting food insecurity in our communities resonates deeply with me. It's a cause that fills my heart with purpose. Join us in our mission, as anyone can find themselves facing food insecurity at any given moment. Together, let's make a difference and ensure that no one goes hungry."

Minor added that Advia's social mission pillars align with the goal of creating a lasting impact, and the canned food drive is a tangible way for the organization and its community members to contribute to a more sustainable and supportive future.

To read more about Advia’s history, [visit here.](https://www.adviacu.org/learn/about-advia/our-story) To review all Advia’s branch locations, [visit here.](https://www.adviacu.org/selfservice/locations)

**About Advia Credit Union**

Advia Credit Union’s mission is to provide financial advantages to its members. With nearly $3 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships, and keeping people at the core. Visit [adviacu.org](https://adviacu.sharepoint.com/sites/Marketing-Private/Shared%20Documents/PR/Press%20Releases/2022/www.adviacu.org) to learn more about how Advia provides Real Advantages for Real People.™