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**CREDIT UNIONS FOR KIDS WINE AUCTION RAISES \$270,000 FOR CHILDREN'S  
MIRACLE NETWORK HOSPITALS**

*Credit unions, CUSOs and CU organizations partner to raise record amount for  
California and Nevada Children's Hospitals*

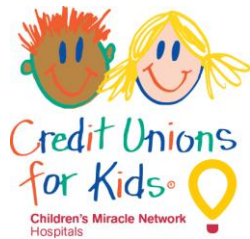
**Dana Point, CA, April 15, 2011** – Organizers of the sixth annual California and Nevada Credit Unions for Kids Wine Auction have announced that a record \$270,000 was raised for the eleven Children's Miracle Network Hospitals in California and Nevada.

The event, which took place Friday, March 25th, at the Laguna Cliffs Resort & Spa in Dana Point, California, drew over 300 attendees from more than 75 credit unions, organizations and hospitals. The wine auction continues to be one of Children's Miracle Network Hospitals' premier events, as more than \$1 million has now been raised by the Credit Unions for Kids Wine Auction since 2006.

Auction attendees had the opportunity to bid on a variety of items, including more than 260 bottles of wine, as well as several travel packages, including vacations to Bass Lake in Northern California, Kahakai Estates in Hawaii, and the popular Gaslamp Quarter in San Diego, California. The event's festivities included the Bermuda Mavericks, a unique comedy duo that has toured throughout the United States and Canada for almost 30 years, impressing audiences with sketches, music, and improvisation.

"We are truly overwhelmed by the outpouring of generosity from the credit union community for this important cause," said Teresa Freeborn, event chairman and president and CEO of Xceed Financial Credit Union. "Each year, this amazing event underscores credit unions' continued commitment to the local communities they serve."

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The evening's very special guest was 9 year old Bailey Spoonhower, miracle child from Children's Hospital Orange County, (California). Bailey, with the help of his mother, shared his message of hope with the audience, as he battled rhabdomyosarcoma, a type of muscle cancer, for 3 years. Now cancer free, the young boy became a bit of an Internet star during his fight with the disease. The Spoonhower family's YouTube channel, which documented Bailey's battle with cancer and revealed his irresistible gregarious personality, was viewed by thousands of people. Bailey's story is one of the many stories of hope as a result of the tireless efforts of Children's Miracle Network Hospitals throughout the country.

The growing level of participation and overall success of the event is attributed to the dedicated efforts of the Wine Auction Committee. The Committee is chaired by Teresa Freeborn and is comprised of credit union representatives that work closely with their local Children's Miracle Network Hospital representatives to help raise awareness of the yearly event.

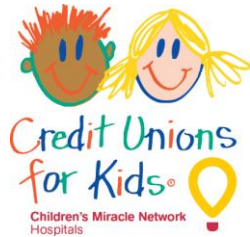
"We have experienced amazing generosity and kindheartedness from event attendees and the credit union community for six years," continued Freeborn. "Achieving \$1 million in donations for Credit Unions for Kids over that span is incredible, and greatly reinforces what credit unions are all about – people helping people."

Corporate Sponsors of this year's event were the California and Nevada Credit Union Leagues; CU Direct Corporation; CO-OP Financial Services; Financial Service Centers Cooperative, Inc. (FSCC); and CUNA Mutual Group. As Corporate Sponsors, these organizations paid all up-front costs associated with the auction. Grand Reserve Sponsors for the event were: Financial Partners CU; Schools First FCU; Xceed Financial CU; AutoNation Direct; and Fifth Third Processing Solutions. Fiserv sponsored the Bermuda Mavericks appearance at the event.

As a result of the efforts and contributions of each of these organizations, all of the money raised will directly benefit the eleven Children's Miracle Network Hospitals in California and Nevada: Bakersfield Memorial Hospital; Children's Hospital Orange County; Children's Hospital & Research Center Oakland; St. Rose Dominican Hospital; UC Davis Children's Hospital; Children's Hospital Central California; Children's Hospital Los Angeles; Rady Children's Hospital of San Diego; Cottage Children's Hospital in Santa Barbara; Renown Regional Medical Center; and Salinas Valley Memorial Hospital.

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## **ABOUT CREDIT UNIONS FOR KIDS AND CHILDREN'S MIRACLE NETWORK HOSPITALS**

Credit Unions for Kids is the brand under which America's credit unions fundraise for Children's Miracle Network Hospitals. The collaborative effort, which is driven by a "people helping people" philosophy, includes individual credit unions; local chapters; state leagues/associations; two national trade organizations; business partners and several trade publications.

The program was introduced nationally in 1996 and since that time the credit union movement has raised more than \$90 million for affiliated children's hospitals. Annually, credit unions are the third largest "corporate" contributor to Children's Miracle Network Hospitals behind only Wal-Mart and Costco.

The credit union community has established a wonderful legacy at hospitals across the country, funding breakthrough research, numerous programs and services and construction of new facilities. Fundraising activities run the gamut from major events to online giving campaigns to paper balloon icon sales.

For more information on Credit Unions for Kids and Children's Miracle Network Hospitals, please contact Joe Dearborn at (480) 614-9673 or [jdearborn@CMNHospitals.org](mailto:jdearborn@CMNHospitals.org).