

# *MEDIA TALKING POINTS*

## **MISSION OF THE SOCIAL MEDIA BLITZ:**

To bring credit union movement together on a single day with the purpose of inspiring authentic and high-energy conversation about why we love our credit unions.

## **RULES OF THE BLITZ:**

On July 25, 2025 use the hashtag #ILoveMyCreditUnion across social media platforms to share why you love your credit union

## **WHERE TO FIND TOOLS AND RESOURCES:**

Website - [ilovemycreditunion.social](https://ilovemycreditunion.social)

## **CHARITABLE GIVING:**

This #ILoveMyCreditUnion Day, ICUL is directly supporting our three Illinois CMN hospitals with \$5,000 each, aiming to inspire a nationwide wave of localized giving alongside the global celebration of why we love our credit unions. We're sharing our initiative as a model for your league to empower your state's credit unions to support their local CMN hospitals using the resources available on the CMN website. Let's collectively amplify our community impact!

## **NEWSROOM:**

Submit news articles about your celebration or charitable giving directly to the #ILoveMyCreditUnion team to be included in press coverage! Email us here: [ilovemycreditunion@icul.com](mailto:ilovemycreditunion@icul.com)