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PremierOne Credit Union Gives Back to Community During Holidays Via Toy Drive, Sponsorships

San Jose, CA – PremierOne Credit Union gave back to the community over the holidays by supporting local non-profit organizations. The credit union not only collected toys and monetary donations, it also partnered with a local radio station to provide Thanksgiving dinners and Christmas trees to those in need as well as sponsored Thanksgiving meals for two local family shelters.

PremierOne once again worked with *Los Bomberos of Northern California*, a non-profit organization that works closely with the San José Fire Department and Fire Fighters and the City of San José, to collaborate on an annual toy drive, which assists hundreds of families during the holiday season. Last year, due to the pandemic, the credit union requested monetary donations instead of toys. The goal was to collect \$500, but thanks to the generosity of members and staff, PremierOne collected toys and cash donations of \$835 to support the organization. All proceeds helped *Los Bomberos* purchase toys to brighten the holidays of thousands of children and hundreds of families throughout Santa Clara County.

“We were so proud of the outcome and happy to know it positively impacted children in our community. It was a challenging year for many families in our community, so it was very important to us to support this wonderful organization during the holiday season,” said PremierOne Credit Union VP of Marketing Janice Johnson.

In addition, the credit union once again partnered with Breeze 98.1 FM, an iHeart Media radio station, to sponsor a good deed initiative during the holiday season. Over the course of two weeks in early November, there were 50 weekly on-air audio spots on the radio station, advertising the promotion. During those weeks, PremierOne CU gave away \$100 gift cards to 131 families to help them purchase Thanksgiving dinner. And then from the week of Nov. 30 through the week of Dec. 7, another on-air promotion saw the credit union give away \$75 gift cards to another 131 families to purchase a Christmas tree.

“It was a success,” Johnson said. “We were very excited to be able to provide dinners and Christmas trees to those in need.”

PremierOne Credit Union also sponsored Thanksgiving meals at two shelters in Santa Clara County—Georgia Travis House Family Shelter and Villa Family Shelter both of San Jose—through LifeMoves, the charity that supports both shelters and is dedicated to finding solutions to homelessness in Silicon Valley. Both Georgia Travis House and Villa Family provide interim shelter and support services to families, veterans, and single women experiencing homelessness in the community.

About PremierOne Credit Union

PremierOne Credit Union is a full-service financial institution headquartered in San Jose, CA. With more than \$500 million in assets, PremierOne Credit Union has been in business serving Santa Clara County for the past 80 years. They offer four locations, as well as access to almost 5,000 branches and 30,000 ATMs as part of the CO-OP Network. Membership is available to anyone who lives, works, studies, or worships in Santa Clara County, CA. For more information, go to <http://www.premieronecu.org>.

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