



FOR IMMEDIATE RELEASE

For More Information Contact:

Cheryl Johnson, Cheryl Johnson PR
(913) 488-2710 • cheryl.johnson.pr@gmail.com

For the Kids: Central PA Credit Unions Co-Sponsor 2018 Pay 4 Play to Benefit Children's Miracle Network Hospitals

Middletown, Pa. (Nov. 14, 2018) – The kids. The smiling, full-of-hope, still-fighting kids...that's why Vizo Financial and Central Pennsylvania credit unions co-sponsored and volunteered for another year of Pay 4 Play, a fundraiser benefitting Children's Miracle Network (CMN) Hospitals!



Left: Central Pennsylvania credit union employees gathered for a picture after volunteering on the phone bank to take listener requests and donations from 5 – 9 a.m. Right: Vizo Financial CEO, Jay Murray; Miracle Child Sammy Hill; and the 105.7 The X People's Morning Show hosts Nipsey, Earl David Reed and Jen Shade at the presenting of Vizo Financial's donation check.

This year marks 12 years for Pay 4 Play, a 28-hour radiothon where listeners can request a song of their choice in exchange for a donation to CMN Hospitals at Penn State Children's Hospital in Hershey, Pa. Some songs require higher donations, depending on how far the song deviates from the host station's alternative rock genre.

The 2018 Pay 4 Play was held from 5 a.m. on Nov. 8 through 9 a.m. on Nov. 9 and was once again hosted by 105.7 The X Rocks *People's Morning Show* team, Nipsey, Earl David Reed and Jen Shade. For the entire 28 hours, the morning show hosts accepted requests and donations from callers. The phone bank was staffed by volunteers, including employees from several Central Pennsylvania credit unions.

This year's event raised \$265,010.26! Collectively, Pay 4 Play has brought in over \$1.7 million for CMN Hospitals over the last 12 years.

(more)

The following Central Pennsylvania credit unions were the naming rights sponsors of this year’s Pay 4 Play:

- Belco Community Credit Union
- First Capital Federal Credit Union
- Heritage Valley Federal Credit Union
- Hershey Federal Credit Union
- Lanco Federal Credit Union
- Lebanon Federal Credit Union
- Pennsylvania State Employees Credit Union (PSECU)
- Vizo Financial Corporate Credit Union
- Wheatland Federal Credit Union
- White Rose Federal Credit Union

“Pay 4 Play is a fundraiser that our local credit unions and communities look forward to each year,” said Erin Doan, administration and community relations director for Vizo Financial. “For the kids and families who are stuck in the hospital, the holidays can be a difficult time. Through Pay 4 Play, we can give back and show compassion to the kids, and also bring a sense of hope. We’re very grateful to have been a part of this wonderful event!”

All \$265,010.26 will be donated to Penn State Children’s Hospital to support the treatment of sick and injured children. To learn more about Penn State Children’s Hospital, [click here](#).

Vizo Financial would like to thank the 105.7 The X Rocks *People’s Morning Show* team, our fellow credit unions and co-sponsors and everyone who donated to the 2018 Pay 4 Play!

###

About Vizo Financial Corporate Credit Union

Vizo Financial Corporate Credit Union’s goal is to drive credit union success through proven EXCELLENCE, unmatched EXPERTISE and engaged PARTNERSHIPS. It is a state chartered corporate credit union that serves CUSOs, leagues, chapters and more than 1,200 credit unions in the U.S. and Canada. Vizo Financial provides money management, payments, technology, risk management and people development solutions. For more information, please visit www.vfccu.org.