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Older Adults win Social Media Contest **Pima Council on Aging is \$10,000 Vantage West Commitment to Community \$10,000 Winner**

TUCSON, AZ (December 11, 2015) – The region’s older adults won the social media battle against seven local non-profit charities. The three-month-long online campaign organized by Vantage West as part of their Commitment to Community, netted the Pima Council on Aging (PCOA) a \$10,000 prize through the Facebook efforts of the group’s membership and community support, said Mark Clark, PCOA President and CEO, during his acceptance of the award.

“Our Commitment to Community campaign recognizes that without a strong charitable support system that enables and assists our fellow citizens, we cannot advance as a community, said Robert D. Ramirez, Vantage West President & CEO. “It is important for Vantage West to invest in organizations that play an important role in ensuring our city continues to thrive.”

United Way of Tucson and Southern Arizona’s President and CEO Tony Penn accepted a \$2,500 award for placing second in the social media competition. A \$1,000 third place prize was presented to Brenda Goldsmith, Foundation Executive Director for the El Rio Community Health Center.

A \$500 gift was presented to each of the remaining five non-profits who participated in the Commitment to Community competition, making a total of \$16,000 in Vantage West’s donations. They were:

- Arizona Fisher House
- Boys and Girls Clubs of Tucson
- Children’s Miracle Network
- Junior Achievement of Tucson
- Tucson Police Foundation

All of the charity leadership at the awards presentation ceremony at the Lodge on the Desert, also spoke to the visibility the social media campaign, including Facebook ads, video promotions and website and TV advertising, was a huge benefit.

"Who would have thought the older adults in Pima County would have won the social media contest! This proves that older adults are using technology and social media. We couldn't be

more excited to win Vantage West Credit Union's Commitment to Community Campaign," Clark said.

All of the local non-profit leadership agreed in addition to the donation, the campaign offered a huge boost in visibility to reach new clients, members and benefactors and create a strong partnership with Vantage West in support of the city's quality of life.

Vantage West Credit Union is a \$1.5 billion financial institution based in Arizona, which serves a growing membership of nearly 135,000 via branches and online channels as well. Vantage West offers consumer and business banking services, and is federally insured by NCUA. www.vantagewest.org

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