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*CUTLINE: Coach Rodriguez on the set, being prepped for the Commitment to Community TV commercial by UA Eller Intern, Mariana and UA Eller MBA Alum and Vantage West Segment Marketing Manager, Luis.*

**UA COACH RICHARD RODRIGUEZ PREPS FOR 2016 VANTAGE WEST  
COMMITMENT TO COMMUNITY COMPETITION**

***Photography/ Video session supports non-profit contest with \$13,500 in prizes***

TUCSON, Ariz. (June 27, 2016) – University of Arizona Football Coach Rich Rodriguez was prepping for this year’s Vantage West Credit Union ([www.vantagewest.org](http://www.vantagewest.org)) Commitment to Community, an annual friendly competition among area charities.

The kickoff for this year’s Commitment to Community campaign by southern Arizona’s largest credit union will take place at the first Arizona Football PAC-12 home game, set for Saturday, September 24, against the University of Washington.

“We look forward to officially announcing the nonprofits selected for the 2016 competition at this game and having Coach Rodriguez on board to support this great partnership with Vantage West,” said Robert D. Ramirez, president and CEO of Vantage West Credit Union.

“Like football, Vantage West has a rich tradition in Arizona and we find, no matter what community we serve, a large portion of Vantage West’s membership consists of UA students, alumni and faculty,” Ramirez said. “Our annual charity contest is designed to support the great nonprofits in Arizona that prioritize financial readiness, education and improve the quality of life in our state.”

To wrap up the competition, the \$10,000 grand prize winner will be announced after the regular football season ends.

The Commitment to Community’s creative strategy by Arizona-based WHYFOR Design will incorporate photography and video of Coach Rich Rodriguez in an online campaign to encourage the public to vote for their favorite nonprofit. As a further incentive, each time someone votes, they will be entered in a drawing for an array of UA-signed merchandise. Fans who vote throughout the campaign will be placed into a grand prize drawing to attend the annual UA/Arizona State University rivalry on Friday, November 25, played in Tucson.

“Vantage West’s Commitment to Community demonstrates our equally strong commitment to Arizona football and local nonprofits who do so much to empower others in our community. We think this campaign reflects those values and offers a chance to highlight some of these great charities,” said Jill Casey, Vantage West’s Assistant Vice President for Communications and Content Marketing. “Coach Rodriguez is a great spokesperson to speak on our behalf about commitment and why supporting our community is so important.”

Casey said the public will see the campaign promoting the different charities linked through a variety of social media accounts affiliated with each nonprofit, as well as with Vantage West’s, including You Tube, Twitter (@VantageWestCU) and [Facebook](#), as well as the Vantage West website [www.vantagewest.org](http://www.vantagewest.org).

**Vantage West Credit Union** is a \$1.6-billion financial institution based in Arizona, which serves a growing membership of nearly 140,000 via branches and online channels as well. Vantage West offers consumer and business banking services, and is federally insured by NCUA. [www.vantagewest.org](http://www.vantagewest.org)

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