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## **VANTAGE WEST CREDIT UNION ASKS “WHERE DOES YOUR MONEY GO?”**

*Vantage West leverages its partnership with Local First Arizona during Community Banking Month (April) to highlight its creative spoken word campaign to raise awareness of the benefits of localism.*

TUCSON, AZ (April 16, 2018) – Vantage West Credit Union spotlights community empowerment in their new campaign designed to encourage personal financial awareness. Featuring Tucson-based rapper Lando Chill who, in a spoken word performance, winds his way through streets and local businesses posing the question, “Where does your money go?”

The poem is a powerful rendering of the positive economic effects that occur in a community when individuals cultivate a consciousness about spending more money locally. Vantage West chose to place the spotlight on local business rather than promote themselves to illustrate how supporting home-grown enterprises strengthens a local economy that benefits everyone.

Statistics confirm the advantages garnered by shopping at locally-based businesses. Research firm Civic Economics reports shopping locally produces four times as much economic return for the local community, and shifting just 10 percent of spending to local independent businesses, results in \$137 million in new economic activity, 1600 new jobs, and a 5 percent decrease in unemployment.

In order for the local message to ring true, Vantage West committed to using local agencies, talent, and businesses to produce the “Where Does Your Money Go?” project. Vantage West wanted their core value of community connection to resonate with as much honesty and passion as it does within their own organization. Trust is key in the creation of an informative message delivered in a highly creative way, so they searched out people with the ability to make it happen.

Lando Chill moved to Tucson from Chicago to study film at the University of Arizona. Shortly after he arrived, he began translating his written poems into songs. “Tucson gave me the opportunity to spread my wings,” said Lando, who wrote the poem that is spoken throughout the video. Malcolm Critcher, who was born and raised in Tucson and has worked on projects with Lando in the past, directed the video. Tucson-based BRINK, the agency of record for Vantage West, managed the project from concept to completion.

See the campaign at: [whereyourmoneygoes.org](http://whereyourmoneygoes.org)

### **About Vantage West Credit Union**

*Vantage West, Southern Arizona’s largest credit union, is on a mission to ignite collaborative relationships with their members and the communities they serve, so all can thrive together. Vantage West offers consumer and business banking services, and is federally insured by NCUA. [VantageWest.org](http://VantageWest.org)*

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