



P.O. BOX 7006 • FLINT, MI 48507-0006 • (800) 748-0451



## Financial Plus Credit Union Helped Raise over \$200,000 for Local Breast Cancer Patients

### For Immediate Release

**Contact:** Madeline Mason, Public Relations and Social Media Specialist

**Date:** January 13, 2022

**Phone:** (810) 244-2057

**FLINT, MI** – Financial Plus Credit Union and Hurley Medical Center co-chaired the 14<sup>th</sup> annual Pink Night Palooza on October 7<sup>th</sup>, 2021. After all local business fundraisers and donations concluded, we tallied a record amount of funds for local breast cancer patients.

A grand total of \$200,508.52 was raised for the Hurley Breast Cancer Navigation Program by event sponsors, donors, fundraisers, committee members, and the community. Financial Plus Credit Union set out to make 2021 the most successful year yet for Pink Night Palooza – and accomplished this goal with the help of title sponsors Instalube and Regional Medical Imaging.

Hurley’s Breast Cancer Patient Navigation Program is a vital year-round program that is a free service to help local men and women during treatment and recovery. The program identifies gaps within patient care and assists with financial hardships a patient might encounter such as groceries, bill payments, treatment co-pays, medication, and wigs.

“I’m happy to thank our community for their continued support over the past 13 years. This year we were able to raise awareness and share our mission with thousands of viewers via a live broadcast thanks to our sponsor Mid-Michigan Now,” says Brad Bergmooser, Financial Plus Credit Union President and CEO. “Your generosity is truly bringing light to so many lives every day.”

Financial Plus founded Pink Night Palooza in 2007 to help raise funds and awareness to benefit those affected by breast cancer, and all proceeds go towards the Hurley Breast Cancer Navigation program. Since Pink Night Palooza’s conception, over \$1.2M has been raised for breast cancer patients.

Pink Night Palooza was held virtually and is the only local event broadcasted live by sponsor Mid-Michigan Now. Event attendees enjoyed a tasteful bra-ristry fashion show, a live auction led by Sherriff Chris Swanson and comedian Melissa Hager, online auction, and more.

To learn more about Pink Night Palooza, please contact Kristen Brisbin, of Financial Plus Credit Union at (810) 244-2507 or [KBrisbin@myFPCU.com](mailto:KBrisbin@myFPCU.com).

Owned by over 57,000 members, Financial Plus provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit [www.myfpcu.com](http://www.myfpcu.com) or call (800) 748-0451.



Financial Plus Credit Union colleagues pose alongside the models of the Pink Night Palooza bra-ristry fashion show.