

**FOR IMMEDIATE RELEASE**

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## **WYHY'S NEW MEMBER INITIATIVE SERVES WYOMING**

April 2015: At WyHy, they look at managing finances differently. As a not-for-profit financial cooperative, their members are actual owners of the credit union so WyHy is always looking for ways to go above and beyond to help their member-owners achieve their dreams, no matter how big or small. But the one major thing that sets WyHy apart is their core value of advocacy.

“Our “We’re with you.” tagline is more than just three simple words,” says WyHy’s President/CEO Bill Willingham. “It encompasses the principles we live by to serve our members, and the community. Every day we show our members how we’re with them by helping them budget better so they can save more, get out of debt quicker and afford their goals. But we are also there for the people in Cheyenne, Casper and surrounding areas by giving back.”

Throughout 2015, WyHy is embarking on a mission to show how they *serve Wyoming* on a daily basis by the products they offer and services they provide. They’ll also provide opportunities so others can play a role in helping them *serve Wyoming* through volunteerism, charitable donations and acts of kindness. So to celebrate the New Year and as a formal kick-off to their year of advocacy efforts, from January 15 through February 28, 2015, WyHy launched a Paying it Forward initiative where they ran a membership drive with the goal of gaining 45 new members within 45 days that met certain joining criteria. If they reached or exceeded their goals, one randomly drawn qualifying member would win \$2,015 and in turn WyHy would also donate \$2,015 to the Casper-based non-profit ServeWyoming.

Not only did WyHy meet their goals, they exceeded them by gaining 100 new members in those 45 days that qualified for their Paying it Forward initiative. So a new member and ServeWyoming each received \$2,015!

“We believe in the “paying it forward” philosophy and work every day to be financial advocates for our members and community advocates for the state at large,” said Willingham. “And we are proud to support the ServeWyoming foundation as another wonderful example of community advocacy.”

You can visit [www.WyHy.org/servewyoming](http://www.WyHy.org/servewyoming) to see the latest WyHy *serve Wyoming* initiative and how you can participate. To learn more about the non-profit ServeWyoming, visit [www.servewyoming.org](http://www.servewyoming.org)

WyHy.org

307-638-4200 or 800-442-2392

Branch Locations in Cheyenne and Casper

Regarding accompanying photo: ServeWyoming WyHy Paying it Forward check presentation.

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