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WYHY'S ADVOCACY: WE'RE WITH YOU DAY AUGUST 15, 2015

July 2015: At WyHy, they look at managing finances differently. As a not-for-profit financial cooperative, their members are owners and in turn, WyHy is always looking for ways to go above and beyond to help their members 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 Bill Willingham, President/CEO of WyHy. "It encompasses the principles we live by to serve our members and communities. 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 has been showing how they serve Wyoming on a daily basis by the products they offer and services they provide. But they also have been incorporating how others can play a role in helping them *serve Wyoming* through volunteerism, charitable donations and acts of kindness. Starting with a New Year kick-off to advocacy, WyHy launched a "Paying it Forward" initiative where they ran a membership drive that ended with one new member winning \$2,015 which in turn WyHy donated \$2,015 to the non-profit applicably called ServeWyoming.

Currently, WyHy has three *We're with you* efforts running: Their SmartReturns promotion, their 2nd Annual Community Advocate initiative, and their newest initiative; We're With You Day in partnership with ServeWyoming.

On Saturday, August 15th in both Cheyenne and Casper, people will be able to make a difference by participating in the volunteer activity of their choice. The Day will begin around 1:00pm with volunteer activities ending by 4:00pm. Everyone is then invited back to the WyHy branches in Cheyenne and Casper for a closing celebration to enjoy some food and fun after a day of good-deed-doing. There are a variety of volunteer opportunities to choose from. A list of the activities and to register is located on WyHy's website at www.WyHy.org/WWYD. Volunteer registration is open until Friday, July 31st.

"So as you can see, 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," says Willingham. "And we are proud to support the ServeWyoming foundation as another wonderful example of community advocacy. "

To learn more, visit www.WyHy.org/servewyoming to see the latest WyHy *serve Wyoming* initiatives and how you can participate.

WyHy.org

307-638-4200 or 800-442-2392

Branch Locations in Cheyenne and Casper

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