



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



Financial Plus Credit Union Helped Raise over \$230,000 for Local Cancer Patients

For Immediate Release

Contact: Madeline Mason, Public Relations and Social Media Specialist

Date: January 11, 2023

Phone: (810) 244-2057

FLINT, MI – Financial Plus Credit Union and Hurley Medical Center hosted the 14th annual Pink Night Palooza on October 20th, 2022. After all local business fundraisers and donations concluded, a record amount was tallied for local patients battling all types of cancer.

A grand total of \$236,100.71 was raised for the Hurley Breast Cancer Navigation Program by event sponsors, donors, mini-fundraisers, and the community. The Pink Night Palooza Committee accomplished this goal with the help of title sponsors Insta-Lube and Regional Medical Imaging. For the first time, sponsors and attendees chose whether their donations went to Hurley's Breast Cancer Navigation Fund or the General Cancer Services Fund.

Hurley's Breast Cancer Patient Navigation Program is a vital year-round 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 want to thank the community for all your continued support for such a great event, which celebrated its 14th consecutive year. We were back in person this year along with our broadcast by Mid-Michigan NOW. It was a great night celebrating all of our communities' continued awareness and generosity in supporting our friends and neighbors who battle all forms of cancer," said Brad Bergmooser, Financial Plus Credit Union President and CEO.

Financial Plus Credit Union founded Pink Night Palooza in 2007 to help raise funds and awareness to benefit those affected by breast cancer. All proceeds went to the Hurley Breast Cancer Navigation program. Since Pink Night Palooza's conception, over \$1.4M has been raised for breast cancer patients.

Pink Night Palooza was held in person at the Davison Country Club and broadcast live by Mid-Michigan NOW. Event attendees enjoyed a tasteful bra-ristry fashion show, a live auction led comedian Melissa Hager and The Foxhole Morning Show co-host Aricka Truchan, an online auction, and more.

Owned by over 81,000 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 or call (800) 748-0451.



The models of the Pink Night Palooza bra-ristry fashion show pose together before the live broadcast.