

Financial Plus Credit Union's 'Billboards of Inclusion' Contest Winners Receive Their Billboards

For Immediate Release

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Date: November 8, 2023

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FLINT, MI – Financial Plus Credit Union is excited to announce the two winners of its 'Billboards of Inclusion: Minority Business Spotlight' contest: **Dr. Aisha Harris** with Harris Family Health and **Cherie Long** with Heart of the City Development. The billboards for both organizations went up in their respective communities at the end of October and will be on display for four weeks.

"We're proud to provide a platform for exceptional minority business owners to showcase their talents and contributions to the community," said Allen Williams, Diversity, Equity, and Business Partner at Financial Plus Credit Union. "We received over 50 applications from local business owners, and we look forward to the continued success of this contest. At Financial Plus we are committed to finding innovative ways to support and uplift underrepresented voices in our community."

Harris Family Health, located in Flint, proudly stands as the first direct primary care clinic in the area, offering an exclusive membership-based medical service. Under leadership of Dr. Aisha Harris, a dedicated family medicine practitioner, the clinic remains committed to delivering accessible, high-quality, and all-encompassing healthcare solutions to individuals facing barriers to traditional medical services. What sets Harris Family Health apart is its provision of complete primary care services without billing patients or requiring patients to have health insurance.

Following her experience raising a daughter with special needs, Cherie Long identified a significant disparity in the support and resources accessible to adults with intellectual and developmental disabilities. This realization motivated her to establish the **Heart of the City Development Center** in Saginaw. The center orchestrates a range of complimentary social gatherings concentrating on essential skill development and offers a secure environment where individuals with intellectual and developmental disabilities can transition from family care to active participation in the workforce.

About Financial Plus Credit Union: Since 1952, Financial Plus has been putting today's needs and tomorrow's dreams all within reach. Owned by over 81,000 members with more than \$1.3 billion in assets, the credit union provides a full range of modern, easily accessible banking products and services to all throughout the state of Michigan. For more information, visit myfpcu.com or call (800) 748-0451.



Dr. Aisha Harris smiles in front of her billboard for Harris Family Health.



Cherie Long and her daughter celebrate the new billboards for Heart of the City Development Center.

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