



FOR IMMEDIATE RELEASE

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Ent Credit Union Announces \$50K Match for Larimer County Fire Recovery Fund

United Way of Larimer County to Accept and Distribute All Donations

Fort Collins, Colorado – Ent Credit Union, Colorado’s largest credit union, announces a \$50,000 donation match campaign for the local United Way’s Larimer County Fire Recovery Fund through the end of November. Though recent snowfall has greatly aided the efforts of firefighters in the area, multiple fires continue to present a danger to structures, residents and firefighters alike throughout the impacted areas. The Recovery Fund will allow United Way of Larimer County to respond to emergency needs and prepare for future potential flooding in the area, both now and in the months ahead.

“2020 has presented a unique set of challenges that has necessitated an unprecedented level of giving in our state,” said Chad Graves, CEO at Ent Credit Union. “Though Ent is relatively new in Northern Colorado, our commitment to the communities we serve is as strong as it has been for the past 63 years. Help us help fellow Coloradans and our beautiful state recover from two of the most devastating wildfires in Colorado’s history by giving, if you are able, through our matching donation program with the United Way of Larimer County. Any amount you give will make a difference and put us one step closer to maximizing Ent’s matching \$50,000 pledge.”

To qualify for the matching donation through Ent Credit Union, the United Way of Larimer County encourages you to visit <https://impact.uwaylc.org/EntFireRecoveryMatch> to make your donation online. Donations are also accepted via postal mail to United Way of Larimer County, Attn: Ent Match, 525 W Oak Street, Suite 101, Fort Collins, CO 80521.

"We are so grateful for Ent Credit Union's partnership in addressing long-term fire recovery needs in our community," said Deirdre Sullivan, CEO and President at UWLC. "When local businesses step up in this way to further inspire our generous community, we really can build a stronger tomorrow, together as a Larimer United for fire recovery."

United Way of Larimer County and the Larimer County Long Term Recovery Group will distribute funds where they are needed most: to agencies and groups helping people recover from disaster. The scope of the damage is uncertain at this time. Unfortunately, the effects of this tragedy will be long lasting, and financial assistance is needed to support displaced families as they rebuild their lives in the coming months and years.

ABOUT ENT CREDIT UNION

Founded in 1957, for the third consecutive year Ent is ranked Colorado's #1 credit union by Forbes. Ent, a not-for-profit financial, community-chartered credit union is committed to improving members' financial quality of life with better rates, lower fees and unparalleled products and services. With \$6.8+ billion in assets, Ent serves nearly 400,000 members at 41 convenient service centers across the Front Range. Ent is an Equal Housing Opportunity and Equal Opportunity Lender, insured by the NCUA. Visit Ent.com for more.

ABOUT UNITED WAY OF LARIMER COUNTY:

United Way of Larimer County (UWLC) is a one-stop resource for generosity in our community, ensuring that gifts of time, talent and treasure address today's greatest needs - and reduce tomorrow's. Community needs change over time, which is why UWLC encourages nimble and innovative human services and a commitment to nonprofit excellence. UWLC strives to strengthen our community by supporting youth & education, financial stability, community engagement, and nonprofit excellence in Larimer County.

To learn more about United Way of Larimer County and how you can get involved with the community, visit www.uwaylc.org or www.NoCoVolunteers.org for volunteer opportunities across Larimer County.

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