



The Power of You.

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Kriss Vallese
Director of Marketing
First Commerce Credit Union
KVallese@FirstCommerceCU.org
(850) 410-3561



Rebeccah Lutz
Development Officer
TMH Foundation
Rebeccah.Lutz@TMH.ORG
(850) 443-6725

First Commerce Credit Union and TMH Foundation Kick Off Second #PinkPower #FlamingoChallenge Supporting Local Breast Cancer Patients

Organizations, individuals invited to #JoinTheFlock in the fight against breast cancer by participating in #FlamingoChallenge during October and #PinkPower Day on Friday, Oct. 22

Tallahassee, Fla. – First Commerce Credit Union and the Tallahassee Memorial HealthCare (TMH) Foundation are joining forces again this year to spearhead the #PinkPower #FlamingoChallenge as a fun way to raise funds for local breast cancer patients during Breast Cancer Awareness Month in October.

More than 100 businesses, agencies, schools and organizations, as well as dozens of individuals, participated in the challenge's first year in 2020, raising over \$40,000 to directly benefit patients of the Walker Breast Program at Tallahassee Memorial HealthCare.

To jumpstart the challenge this year, First Commerce and the TMH Foundation will welcome back former supporters and challenge even more businesses, organizations and individuals in Tallahassee and South Georgia to join the flock. Anyone accepting the challenge will receive a flock of plastic flamingos and will be encouraged to raise funds to directly support local patients – and then keep the flock moving by issuing a challenge to another organization or individual.

Top fundraisers for the challenge in 2020 were: First Commerce Credit Union, Thomas Howell Ferguson P.A. CPAs, Moore Bass Consulting Inc., Tallahassee Primary Care Associates, in focUS apparel, Tallahassee Homes Realty/Porter Chandler and three generations of the Walker Family.

"The first year of the Flamingo Challenge was even better than we expected," said Cecilia Homison, CEO of First Commerce. "As a breast cancer survivor, I was incredibly touched to see our communities come together to support local patients who were able to benefit from the excellent care available at the Tallahassee Memorial Cancer Center. We believe this year will be even better, and we can't wait to see all the flamingo flocks around town."

Generous community support given through the #FlamingoChallenge is making a direct impact on patient care. The Walker Breast Program recently expanded with a new multidisciplinary Breast Clinic, located at the Tallahassee Memorial Cancer Center.

The clinic streamlines weeks of appointments into a single visit. This means patients receive treatment faster by bringing all the medical experts together in one location to create an

integrated treatment plan, a care model typically only seen at nationally recognized cancer hospitals.

"TMH is a nonprofit, community healthcare system, which means we both serve the community and rely on the community's commitment to make the best possible healthcare available right here in Tallahassee," said Nigel Allen, president and chief advancement officer of the TMH Foundation. "We're honored to partner with First Commerce. Their commitment and dedication to this cause truly demonstrate what's possible when giving back and caring for the community are at the heart of a business."

"My family and I are extremely grateful to see the community support for local patients", said Claude Walker, a member of the TMH Board of Directors. Walker helped found TMH's Walker Breast Program and is a former volunteer leader at First Commerce who served on the Audit Committee in recent years. "I know we will surpass last year's fundraising total because our community always comes through."

Everyone in the community is invited to participate in the #PinkPower #FlamingoChallenge including businesses, organizations, schools and individuals. The concept is simple: Once you accept the challenge and receive the flamingos, along with a yard sign or poster about the initiative, post your photo with the flock and make a fundraising pledge on social media. No amount is too small, and 100% of these tax-deductible gifts directly support local patients fighting breast cancer.

Next, contact the organization or individual you want to challenge and ask them to do the same. Once they accept, move the flock in front of their business, organization, school, or home and ask them to do the same within 24 hours.

For more information on how to start your own flock and/or join the #PinkPower #FlamingoChallenge, visit TMH.ORG/PinkPower or contact First Commerce by email at Flamingos@FirstCommerceCU.org or by phone at (850) 488-0035, press 1, and then extension 1055 or 3553.

Funds raised through the #PinkPower #FlamingoChallenge will directly benefit patients of the Walker Breast Program, which offers a full array of diagnostic and support services for the detection and treatment of breast cancer.

"Being able to stay at home and close to my family and friends while going through treatment made an incredibly difficult time in my life a bit more bearable," Homison said. "Knowing that so many other First Commerce team members, members and friends have a connection to this cause, we wanted to take our efforts to the next level and empower people to give back by finding ways even during the COVID pandemic to support others in our area who are facing their own battles. We also want to remind women to get their annual mammograms. Early detection saves lives!"

Everyone in the community can follow the flocks on social media throughout October with hashtags: #FollowTheFlock #FindTheFlock #PinkPower #FlamingoChallenge and by visiting @FirstCommerceCU and @TMHFoundation on Facebook and Instagram.

As another way to help the community show support during Breast Cancer Awareness Month, TMH Foundation and First Commerce have designated **Friday, Oct. 22, as #PinkPower Day** in our community. Paint the town pink by encouraging your team, family and friends to wear or display pink, decorate offices and homes (work from home spaces, too!) and more. The #FlamingoChallenge will also be front and center at Bannerman Crossing's Northtown Get Down on Friday, Oct. 22, as businesses rally to support the cause.



To learn more about #PinkPower including how you can participate in the #FlamingoChallenge, visit TMH.ORG/PinkPower.

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DID YOU KNOW?

The Tallahassee Memorial Cancer Center diagnoses and treats more than 1,650 new cancer cases each year – and breast cancer is the No. 1 diagnosis. Worldwide, 1 in 8 women and 1 in 1,000 men will be diagnosed with breast cancer – and only 5-10% of those diagnosed have it in their family history. Timely annual mammograms are critical to early detection – now, even more than ever with many people putting off diagnostic tests due to COVID. TMH offers a full array of diagnostic and support services for the detection and treatment of breast cancer.

ABOUT FIRST COMMERCE CREDIT UNION

First Commerce is an award-winning, full-service #LocalStrong financial institution that has been dedicated to supporting our community for more than 80 years, including breast cancer awareness. Headquartered in Tallahassee, Fla., First Commerce has more than \$960 million in assets and serves more than 65,000 consumer and business members throughout North Florida and South Georgia. We believe in The Power of Our Community and The Power of YOU! First Commerce offers a wide range of financial planning and investment services through our subsidiary Six Pillars Financial Advisors. For details, visit FirstCommerceCU.org or call 850.488.0035 or 1.800.533.5772. Insured by NCUA. Equal housing opportunity lender.

ABOUT TMH FOUNDATION

The TMH Foundation's mission is to develop and sustain philanthropic support for TMH and generate community understanding and involvement as a means to accomplish TMH's mission, vision, goals and objectives. Contributions to the Foundation are deductible by donors and/or their estates for federal income, gift and estate tax purposes. Members of the Foundation's Board of Trustees are community leaders charged with policy and oversight, managing the Foundation's assets, distributing funds to TMH, encouraging community involvement and promoting population health – within and beyond TMH's service area, through educational programs and research projects. Visit TMHFoundation.org for more information.