



The Power of You.

IMMEDIATE RELEASE
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First Commerce Credit Union and SGMC Foundation Partner to Launch #PinkPower #FlamingoChallenge in South Georgia to Support Breast Cancer Awareness

Organizations, individuals invited to #JoinTheFlock in the fight against breast cancer by participating in #FlamingoChallenge during October, #PinkPower Day on Wednesday, Oct. 21

Valdosta, Ga. – First Commerce Credit Union and the South Georgia Medical Center Foundation have joined forces to launch the #PinkPower #FlamingoChallenge in South Georgia as a fun way to raise funds during Breast Cancer Awareness Month in October. To kick off the initiative, First Commerce will challenge businesses, organizations, and people in Georgia communities, including Nashville, Adel, Ray City and Valdosta by delivering flocks of plastic flamingos and encouraging them to raise funds to directly support breast cancer patients at SGMC's Pearlman Cancer Center – and then keep the flock moving by issuing the next challenge.

Bill Perry, Strategic Advisor for First Commerce and former President of The Citizens Bank, knows first-hand the importance of supporting awareness and fundraising on a local level. "Several years ago, my family was impacted by this terrible disease and we were fortunate to have excellent doctors and treatment options available locally through the Pearlman Cancer Center," said Perry. "This Cancer Center in our hometown is a precious treasure, and I'm proud to see First Commerce stepping up to champion this cause for the community."

"Earlier this year, I was shocked to be diagnosed with breast cancer," said Cecilia Homison, CEO of First Commerce. "I feel fortunate to have received great medical care, and my prognosis is good. Knowing so many other First Commerce team members, members, and friends have a connection to this cause, we wanted to find a way to empower people to give back even during the COVID pandemic to support others in the community who are facing their own battles. We believe in the power of our team and our community to make a difference."

Everyone 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 the 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 patients fighting breast cancer. Then, contact the organization or individual you want to challenge next 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 about the #PinkPower

#FlamingoChallenge or to donate online, visit sgmcfoundation.org/pinkpower or contact First Commerce at (229) 686-7444, press 1, and then extension 2420.

Funds raised through the #PinkPower #FlamingoChallenge initiative will directly benefit cancer patients at SGMC's Pearlman Cancer Center, which offers a full array of diagnostic and support services for the detection and treatment of breast cancer.

"We are grateful that First Commerce Credit Union chose to designate their #PinkPower #FlamingoChallenge to our Foundation," said Elizabeth Vickers, Executive Director of the SGMC Foundation. "We always welcome new collaborative efforts which help support our friends and neighbors in the communities we serve. Keeping their charitable donations local is important to their customers, as well as the programs and services we offer our patients right here at home at Pearlman Cancer Center."

Knowing everyone can use a little more fun in their feeds, enjoy watching social media for photos of how creative each group gets in showing off their flock (even striking a flamingo pose!) and raising funds for this important cause – options include making a donation, working with your team/family/friends on a FUNdraising project, or pledging a portion of the proceeds of a product or service. Throughout October, #FollowTheFlock and #FindTheFlock on social media by visiting @FirstCommerceCU and @SGMCFoundation or search for the #PinkPower, #FlamingoChallenge hashtags.

We have designated Wednesday, October 21, as #PinkPower Day in our community. We invite you to join us in our efforts on this day by encouraging your team, family, or friends to wear or display pink, decorate offices and homes (work from home spaces, too!) and more!

To learn more about #PinkPower including how you can participate in the #FlamingoChallenge, visit sgmcfoundation.org/pinkpower for more information.

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ABOUT FIRST COMMERCE CREDIT UNION

First Commerce is an 80-year-old, full-service financial institution headquartered in Tallahassee. On April 1, 2020, First Commerce purchased and assumed certain assets and liabilities of The Citizens Bank, headquartered in Nashville, Ga. The acquisition enables First Commerce to serve more communities as their financial partner for life by providing a broad range of financial solutions. First Commerce has more than \$900 million in assets and serves nearly 60,000 consumer and business members throughout North Florida and South Georgia. Our subsidiary, Six Pillars Financial Advisors, offers a wide range of financial planning and investment services. For details, visit FirstCommerceCU.org or call 850.488.0035. Federally insured by NCUA. Equal opportunity lender.

ABOUT SGMC FOUNDATION

SGMC Foundation is the philanthropic arm for the hospital. We exist to support the needs of SGMC and help improve the health and wellness in our community. For information, visit sgmcfoundation.org.