



IMMEDIATE RELEASE
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First Commerce Credit Union and TMH Foundation Partner to Launch #PinkPower #FlamingoChallenge Supporting 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

Tallahassee, Fla. – First Commerce Credit Union and the Tallahassee Memorial HealthCare Foundation have joined forces to spearhead the #PinkPower #FlamingoChallenge as a fun way to raise funds during Breast Cancer Awareness Month in October. To kick off the challenge, First Commerce and the TMH Foundation will challenge at least a dozen businesses, organizations, and people throughout the community by delivering flocks of plastic flamingos and encouraging them to raise funds to directly support patients at Tallahassee Memorial’s Walker Breast Center – and then keep the flock moving by issuing the next challenge.

“Earlier this year, I was shocked to be diagnosed with breast cancer and fortunate to be treated here locally. I am thankful my prognosis is good and grateful to be receiving excellent care in our community,” said Cecilia Homison, CEO of First Commerce. “Breast cancer brought me to Tallahassee 20 years ago when my mother was fighting her own battle and we wanted to be closer to home during her treatment, which was successful.”

“We are extremely honored to partner with First Commerce Credit Union in the #PinkPower #FlamingoChallenge. Their passion for supporting our community keeps charitable donations local to support our friends and neighbors while they receive lifesaving treatment right here at Tallahassee Memorial’s Walker Breast Center,” said Nigel Allen, President and Chief Advancement Officer of the TMH Foundation.

“My family and I are extremely grateful for this support and excited to see how our community comes together to embrace this initiative,” said Claude Walker, a TMH Board member. Walker helped found TMH’s Walker Breast Center and is a former volunteer leader at First Commerce who served on the Audit Committee in recent years. “Remember it’s essential to get timely mammogram screenings as they are critical to early detection and successful outcomes.”

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 on how to start your own flock and/or join the #PinkPower #FlamingoChallenge,

visit www.tmh.org/giving/pinkpower to see our guidelines including some FUNdraising ideas or contact First Commerce at (850) 488-0035, press 1, and then extension 1048 or 1055.

Funds raised through the #PinkPower #FlamingoChallenge initiative will directly benefit patients at TMH's Walker Breast Center, 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 so many other First Commerce team members, members, and friends have a connection to this cause, we wanted to take our annual 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 believe in the power of our team and our community to make a difference."

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 @TMHFoundation or search for the #PinkPower, #FlamingoChallenge hashtags.

We have designated Wednesday, October 21, as #PinkPower Day in our community. Paint the town pink by encouraging your team, family, or friends to wear or display pink, decorate offices and homes (work from home spaces, too!) and more!

Special thanks go to the following organizations that have already accepted the first round of the #FlamingoChallenge, including Bannerman Crossings, Dale Earnhardt Jr. Chevrolet, Leon County Sheriff's Office, Leon High School, North Florida Women's Care, Pink Narcissus, Radiology Associates, Sachs Media Group, Summit Group, and Quarter Moon Imports.

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

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DID YOU KNOW?

The Tallahassee Memorial Cancer Center diagnoses and treats more than 1,650 new cancer cases annually – and breast cancer is No. 1. Worldwide, 1 in 8 women and 1 in 1,000 men will be diagnosed with breast cancer – only 5-10% of whom have it in their family history. Timely annual mammograms are critical to early detection – especially as many are 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 80-year-old full-service financial institution headquartered in Tallahassee. FCCU has more than \$900 million in assets and serves nearly 60,000 consumer and business members throughout North Florida and South Georgia. We believe in The Power of YOU! 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 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. For information, visit tmh.org/giving.