FOR IMMEDIATE RELEASE

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COMMUNITY INVITED TO 'CO-OP CONNECTION 2012: A CELEBRATION OF COOPERATIVES AND COMMUNITY'

MADISON, Wis. – In celebration of October Co-op Month and to enhance awareness about the local, member-owned/member-controlled businesses, Summit Credit Union is hosting the second annual "Co-op Connection: A Celebration of Cooperatives and Community" event on **Sat., Sept. 29** from **10 a.m. to 2 p.m.** at the **Monona Terrace Community and Convention Center**.

The free public event will celebrate cooperatives and all that they contribute to their communities with live music from local bands, kids' activities, prize drawings, free product samples and complimentary snacks.

Madison's own FORWARD! Marching Band will kick off the event on the southeast side of the Capitol Square and lead people down Martin Luther King Blvd. to the Monona Terrace beginning at 10 a.m. On the event stage, the local band, The

Buzzards, will perform live folk music from 10 a.m. to noon. From noon to 2 p.m., Madison-based solo jazz pianist Jim Erickson will be performing on stage.

At 12:45 p.m., Dane County Executive Joe Parisi will speak briefly about the benefits of co-ops to Dane County. Also, throughout the event, local co-op enthusiasts will be sharing brief stories regarding what cooperatives do and the impact they have on the community and local economy.

Other event attractions include:

- More than 20 interactive booths hosted by area cooperatives
- Kids' activities, including: a bouncy house, airbrush tattoos, balloon artist and spin art
- Martial arts demonstrations by Villari's
- Free "Co-op Corn" popcorn, and cookies and lemonade made with co-op purchased ingredients
- Games with prizes

"Summit Credit Union is proud to be a not-for-profit cooperative. We believe in the tangible value cooperatives bring to their members, employees, and communities," said Kim Sponem, CEO/president of Summit Credit Union. "Last year, consumers came to learn what various co-ops offered and how they could benefit. We aim to continue that effort this year and also help fellow cooperatives thrive, because when cooperatives thrive, everyone wins."

"The United Nations declared 2012 the International Year of Cooperatives, with the intention of raising public awareness of the invaluable contributions of cooperative enterprises to reduce poverty and generate employment, among other things," said Anne Reynolds, faculty associate & assistant director at the University of Wisconsin Center for Cooperatives. "This lends an added level of relevance to this year's Co-op Connection and the role cooperatives play in the local economy."

Event sponsors include Summit Credit Union, CUNA Mutual, Frontier FS, UW Center for Cooperatives, Group Health Cooperative, Union Cab, Wisconsin Rx and National Cooperative Rx. Cooperative Network also provided planning and volunteer support, as well as in-kind work.

Last year was the inaugural Co-op Connection, at which several hundred people attended and Mayor Soglin spoke briefly. Event organizers have doubled the floor space to make room for additional sampling, demonstrations, activities and booths. More than 500 visitors are expected at this year's event.

For a complete listing of exhibitors and more information on the Co-op Connection, please visit http://www.summitcreditunion.com/coopconnection.html.

About Summit Credit Union:

Established in 1935, Summit Credit Union is a member-owned financial cooperative open to anyone in Wisconsin. Summit holds $1.8 billion in assets and has more than 125,000 members with a total of 23 locations throughout the Madison and Milwaukee areas. For more information, visit www.summitcreditunion.com or call (608) 243-5000 or (800) 236-5560.

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