**COVID-19 Relief Programs Press Release Templates**

**1) Overview of state programs release**

**STATES’s Credit Unions are here to help through pandemic**

**FOR IMMEDIATE RELEASE**

**Contact:**  
League Communications Person  
Phone number  
Email address

CITY (Month, date, year)—STATE’s credit unions are on the financial front lines of the COVID-19 pandemic and continue to serve their communities by working with members to get them through this crisis. STATE has XXX number of credit unions serving XXX number of members.

QUOTE FROM LEAGUE REPRESENTATIVE

STATE’s credit unions have responded to the pandemic by: (this is a state/region-level overview, very general)

* Rolling out low and no-interest loans for those financially impacted by the pandemic
* Offering members to skip loan payments without fees
* Other changes, such as increased drive-thru hours, more mobile banking available, special lobby times for vulnerable populations
* Highlight any specific groups that have been served, including underserved and/or at-risk communities, military members, first responder members, schools.

Specific examples include:

* Quotes/stories from member credit unions, the more specific the better, the more quotes the better.
* Example: John Doe, president/CEO of XYZ CU, said, “We were able to get a PPP loan to Jane’s Diner, a local community fixture for the last 35 years, and Jane told us that we saved the business she’s worked on for most of her life.”

**2) Small Business Support Release**

**STATE’s credit unions stepping up to help small businesses**

**FOR IMMEDIATE RELEASE**

**Contact:**  
League Communications Person  
Phone number  
Email address

CITY (Month date, year)—Since day one of the pandemic, and despite issues with the rollout of the Paycheck Protection Program, credit unions in STATE have been working alongside businesses to get needed funds into the communities they serve. Through the Paycheck Protection Program (PPP), STATE’s credit unions have loaned more than $XX to XXX local businesses and XXX jobs.

QUOTE FROM LEAGUE REPRESENTATIVE

STATE’s credit unions have:

* XXX number of PPP loans totaling $XXX, made to XX businesses;
* An average PPP loan size of $XXX to keep Main Street businesses afloat; and
* Any other relevant numbers, such as amounts of fees waived

[Include examples (preferably with attributed quotes) from credit unions that have made loans and/or the businesses themselves.]

**3) Community/Charity Donations Release**

**STATE’s credit unions going above and beyond for their communities**

**FOR IMMEDIATE RELEASE**

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Phone number  
Email address

CITY (Month date, year)—While STATE/REGION has been heavily affected by the COVID-19 pandemic, credit unions across STATE have been finding novel ways to ensure that frontline workers, community organizations, and others most impacted are cared for in this unprecedented time.

QUOTE FROM LEAGUE REPRESENTATIVE

Ways that STATE’s credit unions are serving their communities include:

* Offering products designed for first responders/essential workers ([example](https://www.ornlfcu.com/covid-19-response))
* Special lobby/service hours for first responders/essential workers/vulnerable populations
* Outreach efforts to vulnerable members of the community and/or local charities
* $X in loans to local businesses
* Purchasing thank you meals for first responders.

Quotes and examples from CUs and businesses here.