

FOR IMMEDIATE RELEASE

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Day Air encourages everyone to help members in need

Kettering, Ohio, Jan 22, 2010 – Day Air Credit Union is encouraging staff and members to help other members in need. There is an immediate need for assistance in the earthquake-ravaged country of Haiti, home to 175 credit unions and more than 400,000 credit union members.

So far, the Ohio Credit Union Foundation Trustees approved a grant of \$15,000 to the World Council of Credit Unions (WOCCU) for Haitian disaster relief. However, as a movement, the Ohio Credit Union league and Day Air would like to do more to assist with credit union recovery, assistance, and rebuilding efforts.

“The credit union philosophy is ‘people helping people’ and so it has never been more important than now to live that mission. We hope that credit unions in Ohio and all around the country will help support other members in need,” says Day Air President and CEO, William Burke.

Early estimates from the American Red Cross put the death toll at 100,000 in Haiti and possibly as many as 500,000 have perished. To put it into perspective, these numbers are more than the entire population of some of the communities your credit union serves. Before the earthquake, Haiti was a severely underdeveloped and impoverished nation; but with assistance from WOCCU, a three-year program was established in July to extend financial services to the rural poor of the island nation. The progress being made by credit unions in Haiti is referenced in the attached communication between WOCCU Haiti program manager Greta Greathouse and WOCCU headquarters.

Anyone wishing to donate can visit www.dayair.org.

Day Air Credit Union with over \$202 million in assets and more than 25,000 members is a not-for-profit, full-service financial institution, proudly serving businesses and residents of the Miami Valley.

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