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For Immediate Release

Mission Fed Credit Union Supports American Heart Association in its “San Diego Go Red for Women” Campaign

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San Diego, CA -- Mission Fed Credit Union, San Diego’s largest member-owned, not-for-profit, full-service financial institution exclusively serving San Diego County, is proud to be a local supporter of the San Diego Division of American Heart Association’s (AHA) “San Diego Go Red for Women” campaign. Go Red for Women began January 18, 2021, includes National Wear Red Day on February 5 and runs through February 26, 2021 concluding with a much anticipated Go Red for Women Digital Experience.

During this period, Mission Fed customers can donate online at MissionFed.com/GoRed or text MissionFedGoRed to 71777. Mission Fed also encourages community members who wish to speak with a representative directly to visit one of its [32 branch locations](#) or call the Mission Fed Contact Center at [858.524.2850](tel:858.524.2850) to donate over the phone.

The Go Red for Women Digital Experience serves as the cornerstone of this year’s Go Red for Women campaign. Go Red for Women focuses on preventing heart disease and stroke by promoting healthy lifestyles, building awareness and raising critically needed funds to support research and education initiatives. Cardiovascular diseases, which include stroke, claim the life of a woman about every 80 seconds. For more information about the virtual luncheon, please visit <http://sdgoredluncheon.heart.org>.

As a local supporter, Mission Fed is committed to assisting AHA carry out its mission. “I am personally passionate about the Go Red for Women movement; it’s an inspirational and important message to raise awareness and encourage us to take care of ourselves and the women in our lives,” said Sherry Special, Senior Vice President, Consumer Lending & Branch Network of Mission Fed.

Go Red for Women is the American Heart Association's national movement to end heart disease and stroke in women. More women than men die every year from heart disease and stroke. The good news is that 80% of cardiac events can be prevented with education and lifestyle changes.

Supporting this cause will help advance the AHA's not-for-profit mission of building healthier lives, free from cardiovascular diseases and stroke.

Go Red for Women launched in 2004 and became a campaign to raise awareness among women about their greatest health threat – heart disease. Slowly, the campaign grew into a movement – one that has not only brought thousands of women together annually but also became the trusted, passionate, relevant force for change to eradicate heart disease and stroke all over the world. Go Red for Women provides a platform for women and their families to lead healthier lives and drive collective awareness and action for community transformation.

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About Mission Fed Credit Union

Mission Fed Credit Union is San Diego's largest member-owned, not-for-profit, full-service financial institution exclusively serving San Diego County. Mission Fed has in excess of \$4 billion in assets, over 260,000 members, 32 convenient branches, 30,000 fee-free CO-OP ATMs nationwide and free Mobile and Online Banking Services.

Mission Fed enhances the lives of its members through financial education and financial services such as Checking, Savings, Loans, Credit Cards, and Insurance. In addition, Mission Fed gives money back into the communities of San Diego and helps hundreds of non-profits. Banking at Mission Fed means doing good for San Diego. Federally insured by NCUA and Equal Housing Lender. To learn more, visit www.MissionFed.com.