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**FOR IMMEDIATE RELEASE**

## **Belvoir Federal Takes Ice Bucket Challenge and Donates \$1,000 to ALS Association**

**Woodbridge, VA, August 21, 2014** — Belvoir Federal Credit Union participated in the Amyotrophic Lateral Sclerosis (ALS) Awareness campaign that is sweeping across the country and social media outlets.

ALS, often referred to as “Lou Gehrig’s Disease,” is a progressive neurodegenerative disease that affects nerve cells in the brain and spinal cord. The progressive degeneration of the motor neurons in ALS eventually leads to death.

The ALS Association, which builds hope and enhances quality of life while searching for new treatments and a cure, began the “Ice Bucket Challenge” to bring awareness to ALS and help fight this disease. The idea encourages those organizations or individuals who have been challenged to donate either \$100 or give \$10 and have ice cold water dumped on them.

Belvoir Federal Credit Union was challenged by another credit union and a credit union trade association to partake in the “Ice Bucket Challenge” and decided to respond in a unique manner. Belvoir Federal created a video where 1,000 \$1 bills were dumped on employees rather than ice water. To view the video, visit <http://youtu.be/VFOu0ffKnfPY>.

The \$1,000 poured on staff represented the contribution Belvoir Federal made to the ALS Association. Since the “Ice Bucket Challenge” began on July 29, 2014, the social media phenomenon has garnered millions of viewer’s attention and \$41.8 Million in donations, as of August 21, 2014.

The ALS Association, established in 1985, is the only national non-profit organization fighting this disease on every front. The association leads the way in global research, provides assistance for people with ALS through nationwide chapters, coordinates care through certified clinics, and fostering government partnerships. To learn more about the ALS Association, visit [www.alsa.org](http://www.alsa.org).

### **About Belvoir Federal Credit Union**

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946 and named 2014 Best Places to Work in Virginia. For more information about Belvoir Federal, please visit [www.BelvoirCreditUnion.org](http://www.BelvoirCreditUnion.org).

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