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**FOR IMMEDIATE RELEASE**

## **Unitus Teams Up with Portland Rose Festival Court Program for 7<sup>th</sup> Straight Year**

**Portland, Ore., March 31, 2021** – Unitus Community Credit Union has announced it will be the Presenting Sponsor of the 2021 Portland Rose Festival's Court Program.

This is the seventh consecutive year Unitus Community Credit Union is serving as Presenting Sponsor. "As a longstanding and beloved Portland tradition, the Portland Rose Festival shares many common threads with our credit union, especially their emphasis on community outreach and volunteerism," said Aimee Berg, Community Development Manager of Unitus Community Credit Union and Court Mentor this year. "The princesses are in for a truly meaningful experience and we are honored to be a part of it."

Influential women from Unitus, including top executives, will provide one-on-one mentorship for the princesses. Unitus mentors will give career advice, cultivate life skills, and participate in a physically-distanced volunteer activity with their princesses.

As part of the sponsorship, Unitus will host the princesses for a Financial Workshop which will prepare them to navigate the budgeting demands they will soon face as they transition to college. The virtual workshop will be led by Lori Williams, Financial Education Officer at Unitus and returning Court Mentor.

The program will conclude in June, when one of the Princesses will be crowned Rose Festival Queen. Throughout the three-month intensive, Unitus mentors will witness the maturation of these young women and develop long-term friendships well beyond the festival's end.

### **About Unitus Community Credit Union**

Unitus Community Credit Union is passionate about helping people get smart about their money and take control of their future throughout Portland Metro, Salem, and the State of Washington. At Unitus, we're dedicated to doing the right thing for our community with 24/7 mobile account access, Virtual Branch services available worldwide, and partnerships with nonprofit organizations that improve the quality of life for all people in our communities. Visit [unitusccu.com](http://unitusccu.com) to learn more about our commitment to our members.

### **About the Portland Rose Festival**

The Portland Rose Festival Foundation is a 501(c)(3) non-profit that serves families and individuals with programs and events that promote the arts, education, and volunteerism, which values environmental responsibility, diversity, patriotism and its historic & floral heritage. In 2021, the Festival will inspire the community by continuing with time-honored traditions such as the Rose Festival Court, the Queen's Coronation, and the return of the Porch Parade. For 2022, the Festival looks forward to the comeback of big outdoor parades and events, which attract more than a million people from across the city and around the globe, generating an estimated annual economic impact of \$65 million for the region. [www.RoseFestival.org](http://www.RoseFestival.org)