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CONNEXUS CREDIT UNION LIGHTS UP CORPORATE COVE LANDMARK FOR TWO AWARENESS CAMPAIGNS

Wausau, Wis. (October 11, 2021) – Connexus Credit Union’s philanthropic program, Connexus Cares, is proud to announce the organization’s participation in two international campaigns to raise awareness for Metastatic Breast Cancer and Alzheimer’s disease this week.

At sunset on **October 13th**, Connexus’ Corporate Cove building in Wausau will be one of three iconic Wisconsin landmarks to be lit in green, teal, and pink for the #LightUpMBC campaign supporting Metastatic Breast Cancer (MBC) awareness. According to METAvivor’s website, more than 200,000 Americans are diagnosed with breast cancer each year, and six to ten percent are diagnosed with MBC. Although 30% of all breast cancer patients develop MBC over time, only a small percentage of breast cancer research is dedicated to MBC, which is why raising awareness is critical. For more information on the #LightUpMBC campaign, visit www.metavivor.org.

Additionally, Connexus will illuminate its Corporate Cove building in teal on **November 4th** in support of both Alzheimer’s Awareness Month and the Alzheimer’s Foundation of America’s Light the World in Teal campaign. Corporate Cove will be joining Milwaukee’s Pfister Hotel as the only two Wisconsin landmarks to participate in the campaign in support of more than 5.8 million Americans currently living with Alzheimer’s. For more information about the Light the World in Teal campaign, visit www.lighttheworldinteal.com.

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About Connexus Credit Union – Serving more than 390,000 members across all 50 states, Connexus is a member-focused cooperative with over \$3.7 billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as an industry-leading Digital Banking experience and competitive rates for personal, home, and auto loans. The Wausau, WI-based credit union has been nationally recognized for excellence by Forbes, CNN Money, NerdWallet, Kiplinger, and Bankrate.com. Connexus is committed to being a nationally relevant, trusted credit union, providing exceptional experiences and fostering prosperity for those it serves.