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Press Release

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FOR IMMEDIATE RELEASE

WE GET BY WITH A LITTLE HELP FROM OUR FRIENDS

ST. JOHN VALLEY – NorState Federal Credit Union is a people-helping-people, not for profit cooperative that is always looking for ways to volunteer within the communities they serve, or to enrich the communities with promoting or sponsoring events, gatherings and projects throughout Aroostook County and northern Penobscot County as well.

“Looking at our sponsorship goals for 2019, we wanted to brand our credit union with local events that brought something to the community, to businesses and people, to young and old alike, according to NorState’s Executive Marketing Director, Denise Duperré.

“We went through years of requests from individuals and event coordinators, and looked at regularly scheduled events within different areas of the county, and identified those events that benefited both community and citizens, as well as assist event coordinators who were probably in need of that beneficial ‘boost’ to keep things fresh and enjoyable for years to come.”

Recently, NorState FCU partnered with Madawaska’s Music in the Park series, held annually on Thursday evenings in the town’s Bicentennial Park. The local music series has been alive and well attended for many years thanks to a dedicated committee of locals who love to bring joy and music to young and old alike. A variety of local musicians, many of who donate or offer their time and talents at a reduced rate, keep the local event moving forward. The committee sets out to calendar the Thursday evening events as well as holiday bookings around Independence and Labor days from middle of June through September. When there is rain in the forecast, they let people know on social media that the event moves inside at the Multi-Purpose Center.

“Through a generous donation from the credit union, adds Jane Corbin Carter, long-time Music in the Park coordinator, we are able to focus on raising funds necessary to bring in local artists, update outdated equipment, and focus on increasing attendance and welcoming more businesses to participate during the NorState Music in the Park series.

This event brings in young families, teens, retirees and allows family and friends to gather and enjoy each other’s company while listening to good tunes, added Carter.

It allows local health care facilities to offer outings to their clients and locals on a fixed income to enjoy a few hours of free entertainment and friendship.”

“Branding our credit union with a local music series, and giving support and encouragement to a successful annual, weekly event, is a winning combination for our communities, added Duperré.

NorState FCU cares about its members and the communities we live and work in. So, like The Beatles song lyric suggests, *I get by with a little help from my friends*, we need to pull together and create an environment where everyone is welcomed.”

The NorState Music in the Park series opens mid-June and is free to all who come to listen to local musicians from 6-8pm, every Thursday evening through September. Bring your lawn chair or a blanket, bring your family and friends, and enjoy the entertainment, vendors and the atmosphere of community.

Picture enclosed

(see page2)



With a Little Help from My Friends – NorState’s Music in the Park committee representative Jane Corbin Carter (middle) accepts a donation from NorState Federal Credit Union’s CEO Susan G. Whitehead (left) and Executive Marketing Director Denise Duperré (right). The newly named *NorState’s Music in the Park* will be the same, free annual Thursday evening music series from middle of June to September. Schedule will be released soon.