

# MEDIA RELEASE

NOVEMBER 22, 2024



## HELP MAKE THE HOLIDAYS BRIGHTER FOR COVENANT KIDS

Credit Unions Impact Saginaw and Alpha Media are partnering to share some joy this holiday season with Covenant Kids during “The Lights Before Christmas”. **These events are an opportunity to shine a little light into the lives of little ones who have to spend time in the hospital.**

From now through Christmas, donate a new, unwrapped toy at one of the below locations or bring it to the Lights Before Christmas events taking place weekly November 27 to December 18.

Drop-off boxes can be found at the following credit unions at their Saginaw locations:

- COPOCO Community
- Elga
- Family First
- Financial Plus
- First Area
- Frankenmuth (SVRC)
- Health Advantage
- Jolt
- Lake Michigan
- Team One
- United Financial
- Wildfire

As the regional children’s hospital, Covenant HealthCare provides care for kids ages newborn to 18. Please consider donating a toy or supporting Covenant Kids through a monetary donation online at [www.covenantkidsmi.com](http://www.covenantkidsmi.com).

### About Lights Before Christmas

Started in 2021, in partnership with Impact Saginaw, Alpha Media, and Covenant HealthCare, the goal is to bring joy and light to hospitalized patients at Covenant. The community is welcome to join the 2024 Lights Before Christmas and make the holidays brighter for Covenant Kids on the following dates:

- Wednesday, November 27, 2024-** Carols start at 5:45pm, lights at 6pm. Hosted by 106.3 The Core
- Wednesday, December 4, 2024-** Carols start at 5:45pm, lights at 6pm. Hosted by Kiss 107.1
- Wednesday, December 11, 2024-** Carols start at 5:45pm, lights at 6pm. Hosted by 94.5 The Moose
- Wednesday, December 18, 2024-** Carols start at 5:45pm, lights at 6pm. Hosted by WSGW 790AM

Carols will begin at 5:45pm each of the four nights in the 1000 Houghton Avenue, Saginaw parking lot located on Covenant HealthCare campus. People will gather to shine a light using flashlights, glow foam tubes or anything that lights up, towards the kids’ windows at 6pm for five minutes. Free flashlights will be provided to the first 100 attendees each night by Impact Saginaw. First responders are welcomed to flash their lights, a different musical act will be featured for entertainment, cookies, hot chocolate, and more. Stay tuned for more information or visit [www.facebook.com/CovenantKidsMI](https://www.facebook.com/CovenantKidsMI).

### About Impact Saginaw

Credit Unions Impact Saginaw is committed to investing in the future of our youth and our community. We look forward to an engaging and transformative event that will inspire and empower the next generation. Impact Saginaw Area Credit Unions include: COPOCO Community, Elga, Family First, Financial Plus, First Area, Frankenmuth, Health Advantage, Jolt, Lake Michigan, Team One, United Financial, and Wildfire.

For more information about this press release, please contact:

Bridget Looby Staffileno, VP Community Affairs, Jolt Credit Union | [staffilenob@joltcu.com](mailto:staffilenob@joltcu.com)