

**FOR IMMEDIATE RELEASE**

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**BlueOx Credit Union's Paul Bunyan Challenge Supports Movember and Men's Health Issues**

BATTLE CREEK, MI (Dec. 6, 2019) – Last month, BlueOx Credit Union and its members participated in raising awareness of Men's Health Issues by making a generous donation to the American Cancer Society. The initiative was inspired by the Movember movement, which is an annual event involving the growing of mustaches during the month of November to raise awareness of men's health issues, such as anxiety, prostate cancer, testicular cancer and men's suicide.

"Our fathers, partners, brothers and friends are facing a health crisis, yet it's rarely talked about," BlueOx President, Steve Cobb said. "If we are going to grow out our mustaches every November, we are pleased to raise awareness for men's health issues at the same time."

BlueOx Credit Union titled their initiative as the "Paul Bunyan Challenge" with the tag line, "Watch our funds and beards grow for the American Cancer Society!" Activities throughout the month included, employees making donations in order to receive and wear fake mustaches on Nov. 15, a bake sale on Nov. 22 and the six members of the "BlueOx Paul Bunyan Team" growing out their facial hair throughout the month.

The American Cancer Society is a nationwide voluntary health organization dedicated to eliminating cancer. Established in 1913, the society is organized into six geographical regions of both medical and lay volunteers operating in more than 250 Regional offices throughout the United States.

Representing \$181 million in assets, BlueOx Credit Union is a state-chartered, federally insured credit union, with membership open to individuals within seventeen counties in lower Michigan. To find out how you can join BlueOx Credit Union, visit [BlueOXcu.org](http://BlueOXcu.org).



**CUTLINE FOR PHOTO:** The six members of the “BlueOx Paul Bunyan Team” and BlueOx employees:  
(from left) Steve Cobb, Nicholas Adsit, Daniel Phillips, Alex McNall, Jim Francis and Doug Austin.

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