



## **FOR IMMEDIATE RELEASE**

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### **SUNRISE BANKS LAUNCHES CAPITAL CAMPAIGN FOR NORTH MINNEAPOLIS CHILDCARE CENTER**

MINNEAPOLIS, MN (February 6, 2014) – It’s not every day that a bank raises money for one of its clients. But that’s exactly what Sunrise Banks is doing for La Creche Early Childhood Center. As part of the *Adopt a Child Care Program*, these two unlikely partners have joined forces to support the children and families of North Minneapolis.

The *All Our Children Under One Roof* campaign kicks off in February, with all proceeds going to La Creche Early Childhood Center, an anchor in the North Minneapolis community and a partner with the Northside Achievement Zone. Almost all of the children served by La Creche come from low-income families.

“Our dream has always been to put all of our children under one roof,” said Phyllis Sloan, Executive Director of La Creche, which currently has two separate child care facilities. Consolidating their operations to one location would mean greater financial sustainability for La Creche, an increased number of much-needed child care slots in the community, and a state-of-the-art learning space for the children of North Minneapolis. “Children from low-income families like those at La Creche are the ones that need and benefit from quality early learning environments the most,” said Sloan.

As the most innovative bank empowering the underserved to achieve, Sunrise Banks is the first Business Champion for Children in Minnesota through the *Adopt a Child Care Program* with First Childrens Finance. Through this unique partnership, Sunrise Banks employees will provide hundreds of volunteer hours and resources to La Creche, from the classroom to the board room.

Sunrise Banks CEO David Reiling states, “Investing in the children of the urban core is critical to the future of these communities. These children are our future leaders. This partnership is an opportunity to help LaCreche in a much deeper way than just ‘reading to kids’. Together we are ensuring that these children are equipped with the tools to lead the next generation.”

The *All Our Children Under One Roof* campaign will reach out to Sunrise Banks’ business and retail customers as well as community partners for donations throughout the month of February, with a goal of raising \$10,000.

Visit [sunrisebanks.com](http://sunrisebanks.com) for more information. Donations can be made at: [bitly.com/allourchildren](https://bitly.com/allourchildren)

**Sunrise Banks, N.A.**, based in St. Paul, Minnesota, seeks to radically change the way urban communities and underserved people thrive by empowering them to achieve their aspirations. Sunrise is certified by the U.S. Treasury as a Community Development Financial Institution (CDFI), a designation given to only 90 banks nationwide. Sunrise Banks is also a member of the Global Alliance for Banking on Values and is a certified B Corp for its demonstrated commitment to transparent corporate governance and positive community impact. Learn more at [sunrisebanks.com](http://sunrisebanks.com). Sunrise Banks is Member FDIC.

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