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For immediate release.

Central & Northeastern Pennsylvania Pediatric Cancer Awareness Committee Raises Awareness and over \$12,000 for ThinkBIG® Pediatric Cancer Fund

(Danville, PA) – During Pediatric Cancer Awareness Month in September, several local businesses, organizations and communities joined together to raise awareness about pediatric cancer and \$12,250 to support the ThinkBIG® Pediatric Cancer Fund (ThinkBIG®).

The 2024 Central & Northeastern Pennsylvania Pediatric Cancer Awareness Committee kicked off a month-long calendar of events with a special outdoor event held at Canal Park during the Annual Fall Arts & Crafts Festival in Danville on September 7, 2024.

Events were also held throughout the month at Arrowhead Restaurant & Bar, Milton; Old Forge Brewing Company, Danville; and Watson Inn, Watsontown. In addition to the awareness events, Old Forge Brewing Company, Danville; Marley’s Brewery & Grille, Bloomsburg; and Rusty Rail Brewing Company, Mifflinburg, collaborated to make Gold Dust Pale Ale. This special brew helped elevate awareness and raise additional funds for this special cause.

Other organizations involved included: Danville Business Alliance, Danville; Geisinger, Danville; Service 1st Federal Credit Union, Danville; and Weis, Sunbury.

In 2015, Woody Wolfe approached Old Forge Brewing Company and Service 1st Federal Credit Union and asked, “Why not go gold?” Going Gold soon grew into a month-long awareness effort. Each year, support continues to expand as additional communities and organizations join the fight against pediatric cancer.

Nearly 15,500 children in the United States are diagnosed with cancer every year. ThinkBIG® is dedicated to minimizing the stress families battling pediatric cancer experience, by providing financial support for everyday cost of living expenses and unpaid medical bills. Since 2014, this organization has allocated over \$1.5 million to help local families battling this disease.

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This was the 10th consecutive year for the initiative. To date, the committee has raised nearly \$125,000.

For more information about the Central & Northeastern Pennsylvania Pediatric Cancer Awareness Committee, visit www.service1.org or call Service 1st Federal Credit Union at 800.562.6049.

Photo caption: The 2024 Central & Northeastern Pennsylvania Pediatric Cancer Awareness Committee raised awareness and over \$12,000 to support ThinkBIG® Pediatric Cancer Fund.

Photo (L-R): Colleen Phillips, Vice President Marketing, Service 1st Federal Credit Union; Mike Thomas, President/CEO, Service 1st Federal Credit Union; Diane Dutko, Executive Director, ThinkBIG®; Damien Malfara, Owner, Old Forge Brewing Company; and Jace Rovenolt, General Manager, Old Forge Brewing Company.

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About Service 1st: We're a little different, but that's why you'll like us. Service 1st Federal Credit Union is a full-service financial institution with total assets exceeding \$700 million. We put the financial goals of our 46,000+ members at the heart of everything we do. Whether in one of our branches located in Bloomsburg, Danville, Elysburg, Lewisburg, Loyalsock, Mifflinburg, Montandon, Muncy, Shamokin Dam, Sunbury and Wilkes-Barre, or out-and-about in the community, our credit union team shares seven core values that ensure our focus is always to strengthen the financial lives of our members and our community.