



August 12, 2017

**FOR IMMEDIATE RELEASE:**

**Re: Little Joys Remembrance Foundation Wins \$3,000 in Community Pioneers Contest**

On Saturday, August 12<sup>th</sup> Idaho-based Pioneer Federal Credit Union awarded a total of \$15,000 in donations to local charities or non-profits, including Little Joys Remembrance Foundation, that were voted “Community Pioneers;” organizations giving back to their community in many generous ways.

The annual online contest asks community members to nominated deserving organizations. From a total of 93 nominees, Little Joys was chosen for the top 10. Voting was held on social media for a total of two weeks; giving the community one vote per day, per IP address, to vote for their chosen group.

Coming in third place, Little Joy’s Remembrance Foundation was proud to accept a \$3,000 donation from Pioneer Federal. Little Joys Executive Director, Erica Willenbring, was humbled by the support Little Joy’s received during the voting process.

“While each vote meant a greater chance of winning a monetary prize, it meant so much more than that to me,” Willenbring said. “It meant people were acknowledging the uncomfortable topic of infant loss. It meant they understood the necessity of a CuddleCot. And most of all, it meant they are doing what they can to help future parents who will unknowingly lose their baby. I am so grateful and wish to send the most sincere thank you to each and every person who voted.”

Little Joys Remembrance Foundation, a local 501(c)3 non-profit, raises funds to provide Idaho hospitals with Cuddle Cots; a revolutionary cooling machine which slows the physical changes of an infant after passing; giving families more time to create memories with their Little Joy. Pioneer Federal’s donation will be used to fund one full Cuddle Cot for a local hospital.

For more information on Little Joy’s Remembrance Foundation, please visit [www.littlejoysremembrancefoundation.com](http://www.littlejoysremembrancefoundation.com).

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