

# PRESS RELEASE

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## **Make-A-Wish® San Diego Partners with Wheelhouse Credit Union in Trailblaze Challenge® San Diego**

*Wheelhouse Credit Union Takes on “The Challenge” to Help Grant Life-Affirming Wishes for Children Battling Critical Illnesses*

[San Diego], (Feb. 1, 2020) – Presented by Wheelhouse Credit Union (Wheelhouse), the Trailblaze Challenge® San Diego (TBCSD) is a life-changing endurance experience that challenges participants physically and emotionally, while supporting the Make-A-Wish San Diego chapter to help grant wishes to the 300 children with critical illnesses in our region.

As the first presenting sponsor of the TBCSD event—committing to \$90,000 in sponsorship support over the next three years—the Credit Union is expected to make an impact both on and off the trail through a variety of initiatives.

To support fundraising efforts of all TBCSD participants, Wheelhouse will make a \$100 donation to any hiker who opens a new Wheelhouse Inspired Checking account (up to \$20,000 each year) beginning February 1, 2020 through June 30, 2020. This offer is also available to any supporters of TBCSD hikers who open an Inspired Checking account and request that the funds be allocated to support a specific individual or the overall Challenge program.

Wheelhouse will also host two TBCSD informational sessions at local Credit Union branches in February to help with TBCSD recruitment efforts.

As part of the Credit Union’s commitment to sustainability, this year’s TBCSD will include a mission to Leave No Trace Behind, providing hikers with resources to clean up trails during the challenge. Wheelhouse will provide reusable bags to clip on packs for trail cleanup.

“Wheelhouse is known as the Credit Union of choice for conscientious San Diegans which resonates with our commitment to Make-A-Wish San Diego and our involvement in the Trailblaze Challenge. We are incredibly honored to do our part to help grant wishes for children battling critical illnesses and couldn’t help but add trail clean up to our efforts,” said Lisa Paul-Hill, President and CEO of Wheelhouse Credit Union.

A longtime supporter of Make-A-Wish, Wheelhouse CEO and Make-A-Wish San Diego Board Member Lisa Paul-Hill will be leading a Wheelhouse hike team and will be hiking for her third year. During the month of February, Wheelhouse will also host a hiking boot campaign that will give Members, Trailblazers, and the San Diego Community an opportunity to make a donation to support the challenge. (Supporters who make a donation can sign their name on an image of hiking boots to be recognized in each branch location).

“Wheelhouse Credit Union cares deeply about this community and we are delighted to partner with them on the Trailblaze Challenge. Make-A-Wish San Diego truly appreciates the many ways that Wheelhouse has stepped up to make wishes come true for kids in our community facing critical illnesses,” said Chris Sichel, President & CEO, of Make-A-Wish San Diego.

For more information on joining Wheelhouse to help grant wishes for local children, visit <https://www.wheelhousecu.com/trailblaze>. To learn more about TBCSD, visit [www.trailblazechallengesd.org](http://www.trailblazechallengesd.org)

#### **About Make-A-Wish® San Diego**

Make-A-Wish San Diego creates life-changing wishes for children with critical illnesses in San Diego and Imperial Counties. Since its inception in 1983, the San Diego chapter has granted more than 4,500 wishes to children in our community. No eligible child is ever turned away, and a family’s financial status, race, or religion has no bearing on whether or not a child will receive a wish. For more information about Make-A-Wish San Diego, visit us online at [www.sandiego.wish.org](http://www.sandiego.wish.org) or call us at (858) 707-9474.

#### **About Wheelhouse Credit Union**

Wheelhouse Credit Union (formerly San Diego Metropolitan Credit Union) is a federally insured, state chartered credit union founded in 1934 serving more than 21,000 community members in the greater San Diego area. Wheelhouse is “San Diego Made and Proud,” providing a full suite of consumer banking services and a comprehensive set of Energy-Efficient and Solar Loan products for the conscientious San Diegan. The Credit Union is committed to helping its Members succeed while supporting initiatives that help San Diego thrive. Please visit [www.wheelhousecu.com](http://www.wheelhousecu.com) for more information, or follow the Credit Union on Instagram®, Facebook® and Twitter®.