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**For Immediate Release**

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**“Beyond the Arc” campaign raises money for local education**

**Gainesville, FL** – The Education Foundation of Alachua County is excited to announce its relationship with Florida Credit Union and Florida Gators Sports Properties of LEARFIELD for the 2021-2022 Florida Gators men’s and women’s basketball season.

The “Beyond the Arc” campaign is a fundraiser benefiting The Education Foundation of Alachua County. For every three-point shot made by the Florida Gators’ men’s and women’s basketball teams during the 2021-2022 season, \$25 will be donated to The Education Foundation. Florida Credit Union is supporting this campaign up to \$10,000. So far, \$2,950 has been raised.

“The Education Foundation of Alachua County has had a longstanding relationship with Florida Credit Union. With many University of Florida alumni on staff, we are thrilled to see Florida Credit Union partnering with the Florida Gators to support the students and teachers in Alachua County Public Schools,” said Rachel Debigare, executive director of The Education Foundation of Alachua County.

The culminating event for the Beyond the Arc campaign will occur on January 30, 2022. The Education Foundation will attend the Florida Gators women’s basketball game against South Carolina with students, families and mentors from its Take Stock in Children program.

This cause marketing initiative was secured by Florida Gators Sports Properties, LEARFIELD’s local team and the multimedia rightsholder and sports marketing arm for the University Athletic Association (UAA).

To learn more about the “Beyond the Arc” campaign, please visit <https://info.flcu.org/beyond-the-arc>.

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The Education Foundation of Alachua County, Inc. is a 501(C)3 organization founded in 1986 to support the Alachua County Public Schools. The Foundation has three programs: Senior Scholarship, Take Stock in Children and Catalyst for Change. For more information, please visit <http://edfoundationac.org/about-us/>.

[LEARFIELD](#), a leading media and technology services company in intercollegiate athletics, unlocks the value of college sports for brands and fans through an omnichannel platform with innovative content and commerce solutions.

Florida Credit Union is a full-service financial institution. Founded in 1954 as the Alachua County Teacher's Credit Union, FCU now services over 130,000 consumer and business members in 48 counties throughout North and Central Florida with a wide range of products and services.