



Date: January 18, 2022

For Immediate Release

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Over \$5,000 raised by the “Beyond the Arc” campaign with Florida Gators basketball

Gainesville, FL - The University of Florida (UF) men’s and women’s basketball teams have helped raised over \$5,000 through the “Beyond the Arc” campaign fundraiser benefitting The Education Foundation of Alachua County.

Florida Credit Union is supporting the campaign up to \$10,000. For every three-point shot made by the Florida Gators basketball teams during the 2021-2022 season, \$25 will be donated to The Education Foundation.

“Florida Credit Union was established in 1954 as a teachers’ credit union, and throughout the past 68 years, we’ve enjoyed supporting education in our local community,” said Beatrice Cherry, Florida Credit Union SVP Marketing. “The Education Foundation of Alachua County does phenomenal work setting students up for future success while also helping teachers, and we are proud to give back to this wonderful organization. We’re excited to see the Beyond the Arc total continue to grow!”

The culminating event for the Beyond the Arc campaign will occur on January 30, 2022, at noon. The Education Foundation will attend the UF women’s basketball game against the nation’s top-ranked University of South Carolina with students, families and mentors from its Take Stock in Children program.

Tickets are available for \$7 at <https://fevo.me/3ykmZvs>. For every ticket purchased, \$5 will be donated to The Education Foundation of Alachua County.

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.