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Florida Gators, Florida Credit Union Partner for fourth “Beyond the Arc” Campaign to Benefit The Education Foundation of Alachua County

GAINESVILLE, Fla. (Nov. 5, 2024) – Florida Credit Union, The Education Foundation of Alachua County, and Florida Gator Sports Properties of LEARFIELD are joining forces once again for the fourth annual “Beyond the Arc” campaign. Taking place throughout the 2024-2025 University of Florida men’s and women’s basketball seasons, this year’s campaign continues to benefit the students of Alachua County. For every three-point basket made by either Gators teams during home or away games, FCU will donate \$25 to The Education Foundation, up to \$10,000.

“Our history of supporting educators dates back to our founding, and it’s a core part of our identity,” said Beatrice Cherry, FCU SVP of Marketing. “As we enter the fourth year of the Beyond the Arc campaign, we’re honored to keep contributing to The Education Foundation’s mission to prepare students for success.”

The campaign goes all season long but some of the highlights are:

- December 21 against North Florida: The Annual Holiday Hoops Game and fundraiser presented by Florida Credit Union. The first 2,000 fans receive an Albert Snow Globe and \$5 of the \$15 tickets purchased on this link go back to the Education Foundation. [\\$5 of the \\$15 tickets goes back to The Education Foundation.](#)
- January 30, 2025, FCU and The Education Foundation will partner to attend the UF women’s basketball game against Vanderbilt University. 50 tickets donated by FCU will be available to teachers. This game will have a western theme, and all teachers in attendance are invited to join a halftime line dance on the court.
- March 1, 2025 during UF men’s basketball game against Texas A&M, a student will compete against Danny Wuerffel, 1996 Heisman Trophy winner, in a free throw challenge.

The previous three Beyond the Arc campaigns have raised over \$30,000 for The Education Foundation.

This cause marketing initiative is managed by LEARFIELD's Florida Gators Sports Properties team, the Gators' multimedia rights holder that solely represents the University Athletic Association (UAA) and all corporate sponsorships.

About Florida Credit Union: Florida Credit Union is a financial institution serving over 160,000 members across 48 counties and 13 branches. Founded in 1954 as the Alachua County Teachers' Credit Union, FCU has grown exponentially, becoming a top credit union in North and Central Florida, all the while continuing to expand its products, services and technology to rival that of industry leaders. Since FCU is owned by members, not stockbrokers, FCU's profits go back to FCU members in the form of better rates, advanced technology and a rich legacy of giving back to the communities they serve. For more information, please visit www.flcu.org

About The Education Foundation of Alachua County: A 501(C)3 organization founded to support Alachua County Public Schools, the Education Foundation of Alachua County has been a staple in the community since 1986. 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/>.

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