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**ESL FEDERAL CREDIT UNION TO CHALLENGE ROCHESTER TO
GIVE TO UNITED WAY WITH \$500,000 CHALLENGE**

*ESL to match George Eastman's original gift, inspire new and increased
donations to United Way's Community Fund in honor of 100th Anniversary*

Rochester, NY – Today United Way of Greater Rochester and ESL Federal Credit Union announced the *\$500,000 ESL Give Back Challenge* for the 2018 United Way campaign.

The ESL Give Back Challenge will match all new and increased donations to United Way's Community Fund in 2018, up to \$500,000. This is one of the largest challenge grants and corporate donations in United Way's history.

In 1918, George Eastman launched the Rochester Patriotic and Community Fund, also known as the War Chest, to raise money for local agencies serving war efforts. Eastman gave the first donation of \$500,000. The organization has since evolved into United Way of Greater Rochester, and Eastman's legacy lives on through the myriad organizations that the community leader and philanthropist started, including Eastman Savings and Loan, now ESL Federal Credit Union.

"We believe, as our founder George Eastman believed, that a community's prosperity depends on the prosperity of all of its members," said Faheem Masood, President & CEO, ESL Federal Credit Union.

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“At ESL, we are genuinely vested—and invested—in the success of local businesses, which in turn, breeds success for families, employees, and the community as a whole. The ESL Give Back Challenge will honor Eastman’s legacy and inspire community members to give in support of United Way to help thousands of local people thrive.”

United Way of Greater Rochester will be celebrating its 100th Anniversary in 2018 with a year-long fundraising campaign and celebrations to inspire local residents and businesses to “give back, and look forward” to a stronger community.

“ESL Federal Credit Union is one of our greatest partners and community champions,” said Fran Weisberg, President & CEO of United Way of Greater Rochester. “This donation will propel our organization into the next century of identifying the greatest needs and investing in community solutions. We are so grateful for ESL’s support in our centennial anniversary.”

The ESL Give Back Challenge and all donations to United Way’s Community Fund will support thousands of babies, kids, elders and families striving to meet their basic needs. United Way invests Community Fund donations in 76 partner programs that are measured for the greatest results and impact for local people in need.

For more information about United Way of Greater Rochester, visit uwrochester.org. For more information about ESL Federal Credit Union, visit www.esl.org.

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United Way of Greater Rochester’s mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. We address critical challenges by connecting local people in need with evidence-based programs, strategic funding investments, community initiatives, volunteer support and community leadership to direct resources and solve problems. Please visit us online at uwrochester.org.

Founded by George Eastman in 1920, ESL Federal Credit Union is a full-service financial institution with \$6.1 billion in assets. The locally-owned financial institution employs more than 740 people in Rochester, New York and, includes approximately 347,000 members world-wide.

The company has now appeared on the Great Place to Work® Best Small & Medium Workplaces list for seven years (2017, 2016, 2015, 2014, 2013, 2011, and 2010). Access to the credit union includes 20 branch locations and more than 40 ATM locations, locally-based telephone and Internet chat centers, and online and mobile banking channels. The company is headquartered at 225 Chestnut Street in Rochester and can be found on the Internet at esl.org.