



**Annual "PJ Round-Up" Kicks Off:  
Girl Scout Troops and Summit Federal Credit Union Employees  
Team Up Again to Collect Pajamas for Women and Girls in Need**

FOR RELEASE October 20, 2008 (Rochester , N.Y.) -- The Girl Scouts and The Summit Federal Credit Union are coming together again to help women and children in need in our local community and across Western New York. **PJ Round-Up**, a public service initiative for Girl Scout troops in Rochester, Buffalo, Jamestown, and beyond, will provide new warm pajamas, slippers and robes for women and children living in several area shelters. Donations will be collected at nine Western New York Summit branches starting with the October 20 kickoff through November 30 as well as at all the Girl Scout Council offices, including the Henrietta location.

Donations will be distributed to area shelters that attend to the needs of battered and/or homeless women, teens, and children. They include Alternatives for Battered Women, Bethany House, Catholic Family Center Sanctuary House, Cameron Community Ministries, Crisis Nursery of Rochester, Salvation Army's Hope House, Mercy Residential Services, Wilson Commencement Park and the YWCA.

"As we face another cold Western New York winter and holiday season that can be very difficult for families in crisis, we are most grateful for the warm PJs and other items that will be collected by these two generous organizations, and especially the young Girl Scouts," said Sean Tracey-Hamilton, interim executive director, Wilson Commencement Park.

A new patch with the PJ Round Up logo will be available for purchase for the Girl Scouts participating in the project. "The Girl Scouts of Western New York are delighted to partner again with Summit Federal Credit Union for PJ Round-Up. Our organization is founded on the principles of building leaders today for tomorrow and PJ Round-Up is an excellent opportunity for our girls to serve the community and to help those in need," said Cindy Odom, CEO of the Girl Scouts of Western New York.

"We were very pleased in our first year with the community response to the PJ Round-Up," said Michael S. Vadala, president and chief executive officer, The Summit Federal Credit Union. "We received several thousand items and have increased our goal this year to 4,000 items across Western New York. We are proud to partner with the Girls Scouts to assist women and children in this way. With the Girl Scouts, we share a common mission to serve the underserved. Our employees, many of them former Girl Scouts themselves, enjoy getting involved in this initiative. We know we can count on great participation from our members and employees." In addition to installing drop boxes at each of its locations, employees of The Summit collaborate with the Girl Scouts in the sorting and organizing of clothing items for distribution to the agencies.

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During late November, Girl Scout cookies will be available for purchase or donation on Saturday mornings at The Summit branches in Brighton, Greece, Henrietta, Hilton, Irondequoit and Penfield.

The PJ Round-Up is sponsored by Channel 13 and WARM 101.3. For a full list of drop-off sites and additional information, visit [www.summitfcu.org](http://www.summitfcu.org).

The PJ Round-Up will kick off at a press conference on Monday, October 20 at 3:30PM at The Summit Federal Credit Union's corporate offices at 100 Marina Drive in the Canal Ponds Business Park in Rochester. Girl scouts will participate! To arrange an interview or develop a feature story with a participating Girl Scout troop, or for more information, contact Karen Karaszewski at (716) 636-4617 or [kkpr@roadrunner.com](mailto:kkpr@roadrunner.com).

### **Background:**

#### **Girl Scouts of Western New York**

Girl Scouts of Western New York currently serves approximately 11,000 adult volunteers and 25,000 girls. Adult volunteers conduct a variety of age-appropriate programs and opportunities for girls at the troop level. Girls also participate in council-wide projects. For more information about joining Girl Scouts, visit [www.gswny.org](http://www.gswny.org).

#### **The Summit Federal Credit Union**

Founded in 1941, The Summit Federal Credit Union is a not-for-profit, member-owned financial cooperative dedicated to improving the lives of our members. The Summit provides a full range of financial products and services to over 53,000 active members with over \$420 million in assets. The Summit is now the largest credit union with a presence in both Rochester and Buffalo.

#### **The Rochester drop-off locations are:**

Brighton

1900 Clinton Ave. S. in the Tops Brighton Plaza, Rochester 14618

Greece

100 Marina Dr., Greece 14626

Henrietta

3333 West Henrietta Rd., Rochester 14623

Girl Scout Office, 1020 John St., Henrietta 14623

Hilton

41 Hovey Square, Hilton 14468

Irondequoit

2111 Hudson Ave., Rochester 14617

Penfield

2146 Penfield Rd., Penfield 14526

Batavia

Girl Scout Office, 50 Batavia City Centre, Batavia 14020