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NEWS RELEASE

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Insurance Agencies to Give \$5,000 in Giving Tuesday Campaign

MT. PLEASANT, Mich., October 1, 2020 — Mt. Pleasant Agency, Inc. – Central Insurance and McArthur Insurance Agency are launching a Giving Tuesday campaign and giving away \$5,000. The local and family-owned insurance agencies plan to divide that \$5,000 equally and give it to 10 different non-profits, which will be selected after a public voting process.

Mt. Pleasant Agency will be donating \$4,000 total between 8 non-profits and its sister agency, McArthur Insurance Agency in Weidman, will donate \$1,000 split between two non-profits in the Weidman area.

This campaign was designed because of the awareness that COVID-19 has had a profound impact on non-profit organizations in 2020. Many organizations have had to cancel or postpone major fundraisers that allow them to operate and continue to help people in need.

“When we were looking at the needs of our community and people all over the state, we came up with this idea and are so excited to be able to do something to help,” said Kurt Feight, President of Mt. Pleasant Agency – Central Insurance and McArthur Insurance Agency. “We’re also hoping that this causes a ripple effect and encourages others to consider giving back for Giving Tuesday as well.”

Public voting will take place on a Facebook poll from October 1 through Thanksgiving Day. Mt. Pleasant Agency plans to announce the recipients on Giving Tuesday, which is December 1, 2020. Voters will be able to add a non-profit organization if it’s not already on the existing list of options. The organization must be a federally recognized non-profit organization to qualify.

For more information and voting links, visit mtpleasantagency.com/GivingTuesday or search #GivingTuesdayMPA or #McArthurGivesBack on Facebook.

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