



## FOR IMMEDIATE RELEASE

### TEXAS LEGENDS ANNOUNCE INTOUCH CREDIT UNION'S "SHOT AT HUNGER"

(Frisco, TEXAS – September 18, 2023)— The Texas Legends have announced an impactful new arm to their partnership with InTouch Credit Union (ITCU). The ITCU Shot at Hunger will be an escalating prize accompanied by a donation taking place at every Legends home game.

"Our partners at InTouch are always looking for new ways to give back to the community and this was a fun, fan-focused activation we came up with," said Legends President Malcolm Farmer. "We are looking forward to getting the fans involved and highlighting another example of InTouch's commitment to this community."

Starting with the home opener Nov. 10th, a fan will be randomly selected at every home game to shoot a three-pointer during a break in game action. If they make the shot, they get the prize money and an equal donation is made to a local non-profit fighting hunger. The prize starts at \$100 and increases by \$100 every time the shot is missed. When someone makes the shot and wins the pot of money, the amount starts back at \$100.

"We are excited to take a shot at hunger right here in our backyard," said InTouch CEO and President Kent Lugrand. "Caring for our neighbors is built into the DNA of our organization, and the opportunity to do so alongside one of our partners while having fun is a slam dunk for all of us."

The Legends' full season schedule has been announced and is available at [www.TexLegends.com](http://www.TexLegends.com). For more information on the Legends, visit the website or call 214-469-0822.

For more information on InTouch Credit Union, visit [www.itcu.org](http://www.itcu.org).

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#### ***About InTouch Credit Union***

InTouch Credit Union (ITCU) is a financial cooperative that has proudly served members since 1974. ITCU is committed to creating member value by placing the financial needs and delivery of exceptional service to the membership ahead of profit while maintaining fiscal responsibility. With branches in three states, and assets of more than \$1 billion, ITCU serves more than 90,000 members in all 50 states and more than 20 countries around the world. Membership eligibility rules are available on [ITCU.org](http://ITCU.org). ITCU can also be found on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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