



## THINK PINK! With CFSC This October

**Englewood Cliffs, NJ, September, 2017:** During the month of October, Community Financial Service Centers (CFSC) will implement an extraordinary national campaign, THINK PINK!, benefiting their customers and the general public in the communities they serve. Think Pink! was designed to spread awareness of breast cancer and educate customers to: *Understand breast cancer risks and symptoms; Learn how to self-test for early detection and; Know where to go for a free screening or mammography.*

According to the National Breast Cancer Foundation, one in eight women will be diagnosed with invasive breast cancer in their lifetime. Breast cancer is the 2nd greatest cause of death among women, just behind lung cancer. Breast cancer cannot be prevented, but early detection provides the greatest possibility of successful treatment.

“At CFSC, we can’t just sit still when we know we can make a difference,” explains Gina M. Palumbo, CFSC Director of Marketing. “We serve thousands of customers each week who trust us with their individual financial needs; they are like family, so we are dedicating our stores and employees to become a source of breast cancer awareness and education for our customers and their communities,” Gina continued. Two co-sponsors of the **CFSC THINK PINK!** campaign are **MB Financial Bank**, *a customer-driven bank who for more than 100 years has been serving the financial needs of businesses and individuals*, and **Netspend**, *a leading provider of FDIC-insured Visa® Prepaid and Prepaid Mastercard® and corporate prepaid card solutions in the United States.*

During the month of October, CFSC employees will be wearing “pink” shirts alerting their customers to “Think Pink!” and take advantage of the information being provided. Customers will receive a Breast Cancer Shower Card to assist customers in performing monthly self-breast exams at home. Additional information will be airing on their I-Cash in-store video communication monitors and links are provided to their website to download an e-book titled: “What Every Woman Needs to Know” and to a national map showing where to get a free screening or mammogram. Netspend is also offering a limited edition “pink” Netspend card in honor of Breast Cancer Awareness for the month of October only.

CFSC invites everyone to stop by one of our stores to learn more about Breast Cancer or visit their website at [www.cfsc.com](http://www.cfsc.com) for valuable information.

### About Community Financial Service Centers

CFSC is a third-generation, family owned financial services company with 200+ locations nationwide. We are dedicated to serving our customers in their own neighborhoods with convenient services including, check cashing, commercial check cashing, bill pay, money orders, money transfers, debit cards, gift card exchange, foreign currency exchange, ATM’s, Metro Cards, Lottery, and more. With a friendly, dedicated and bi-lingual staff, our goal is to provide all of your financial service needs in a clean and comfortable environment. We understand the specific needs in our local communities, and deliver the right products and services to help our customers better manage their money and enhance their daily lives. All of our stores have extended hours, many are open 24 hours, and are conveniently located in more than 12 states throughout the US.

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#### Media Contact:

Gina M. Palumbo, Director of Marketing  
CFSC: Community Financial Service Centers  
[gpalumbo@nycfllc.com](mailto:gpalumbo@nycfllc.com) (212) 400-CASH ext 115