



FOR IMMEDIATE RELEASE

Media Contact: Amy Mallinson, VP Marketing
Phone: 757.416.6176
Email: amallinson@beachmunicipal.org
Web: beachmunicipal.org

Beach Municipal FCU Employees Donate to VB Home Now to Combat Homelessness

Staff-Led "Denim for Dollars" Program Reaffirms Commitment to Local Social Outreach

VIRGINIA BEACH, VA - FEBRUARY 17, 2026: Beach Municipal Federal Credit Union (BMFCU) reaffirmed its commitment to the Virginia Beach community today with a donation to **VB Home Now**, a nonprofit dedicated to preventing and ending homelessness. The contribution was made possible through the Credit Union's unique, employee-led **"Denim for Dollars"** program.

Denim for Dollars allows BMFCU staff members to wear jeans on City paydays in exchange for a charitable donation. Employees choose to support one of two categories—**Social Outreach** or **Animal Wellness**—with funds pooled and donated quarterly to rotating local organizations. This quarter's Social Outreach recipient, VB Home Now, was selected for its vital role in strengthening the community's system of services and facilities.

"Our staff takes great pride in the Denim for Dollars program because it's a grassroots effort," said **Geri Metzger, CEO**. "By choosing to support VB Home Now, our team is directly contributing to the stability and well-being of our neighbors in Virginia Beach. We believe that hands-on involvement and consistent giving are the keys to a brighter future for our city."

In addition to its charitable giving, Beach Municipal FCU continues to provide financial education to K-12 students and adults through specialized seminars and classroom programs in partnership with Virginia Beach City Public Schools.

About Beach Municipal Federal Credit Union

Since 1970, Beach Municipal FCU has served the financial needs of Virginia Beach City and School employees. We are dedicated to the "people helping people" philosophy, combining specialized financial services with deep-rooted community involvement. For more information, visit beachmunicipal.org.

###