



FINANCIAL SERVICE CENTERS OF AMERICA, INC.
A NATIONAL TRADE ASSOCIATION



Cash Plus Traverse City, the Financial Service Centers of America, and Western Union join together to assist in Earthquake Relief Efforts in Haiti.

No Fee Money Transfer Services to Haiti from the US, and collection of donations for MercyCorps and Save the Children with additional funds from Cash Plus, with matching funds from The Financial Service Centers of America and Cash Plus of Traverse City.

TRAVERSE CITY, MI, Jan 19, 2010 (For Immediate Release) -- To help the victims of Haiti's deadliest earthquake in more than 200 years, Cash Plus of Traverse City, in partnership with The Financial Service Centers of America and The Western Union Company, today announced a number of disaster relief efforts in support of Haiti, including: grants; consumer, agent, and employee donation programs; and a "No Transfer Fee" initiative when sending money to Haiti from the US.

The funds collected will be used to help provide basic human relief efforts such as food, safe drinking water, access to sanitation facilities, clothing and temporary shelter through MercyCorps and Save the Children response teams already actively working in Haiti.

Additionally, The Western Union Company set up a special account that is available at Cash Plus of Traverse City - **MERCYCORPS, OR** - benefiting MercyCorps in support of disaster relief efforts in Haiti. Consumers in the U.S. **can donate by sending a no fee money transfer directed to the Mercy Corps** account, for up to \$5,000 over the next 30 days by visiting a Western Union Agent location such as Cash Plus of Traverse City, or online at www.westernunion.com.

Cash Plus of Traverse City will be accepting collections for MercyCorps at their store located at 520B W 14th St, Traverse City, MI 49684. Phone 231 946-CASH (2274). www.cashplustc.com. **Donors can drop off their donation, or mail it to the above address.** Please make all checks payable to "FiSCA Haiti Relief Fund" to be eligible for a one-to-one dollar match from The Financial Service Centers of America. Cash Plus of Traverse City will also match all donations up to \$500. **Providing for a three-to-one benefit to the Haitian relief effort.**

"Our Cash Plus location wants to make it easy for people in Northern Michigan to quickly and easily send money to Haiti in a way that it can go to work benefiting those in need immediately." Says Darryl Nelson, President and owner of Cash Plus Traverse City.

Cash Plus of Traverse City and Western Union are also is launching a "No Transfer Fee" pricing action for any amount sent to Haiti. The "No Transfer Fee" initiative will run for a period of seven days, once service is reestablished throughout the country

Remittances will be vital in offering emergency support to families and friends. Western Union is actively working together with its Agents in Haiti and throughout the region to help facilitate the delivery of services in a fast, reliable and convenient manner during this time of need. Neither Cash Plus of Traverse City or Western Union are charging a transfer fee, however the conversion of currency may result in a foreign exchange gain. Western Union pays out in US dollars in Haiti.

About Cash Plus of Traverse City

Cash Plus is a locally owned franchise of a network of Cash Plus franchises located nationwide. Cash Plus has nearly 100 franchised stores providing payroll loans, check cashing, FREE money orders, bill payment, Western Union money transfer, prepaid debit cards, and more.

The Traverse City Cash Plus store opened in January of 2008 and has received national “High Fives” recognition for achieving sales volume in the top five for new stores more than a dozen times since November 2008. www.cashplustc.com.

Cash Plus franchises are independently owned and operated, franchisees available in most areas. Cash Plus Inc. 877 227-4758. www.cashplusinc.com.

About The Financial Service Centers of America, Inc.

FiSCA, founded in 1987, is the national trade association for more than 7,000 individual financial service centers across the United States. FiSCA members provide a wide variety of financial services and products to their communities, including check cashing, money orders, money transfers, and electronic bill payment services, automatic teller machine access, government benefit and payroll payments, small dollar short-term loans, electronic tax preparation, prepaid debit cards, deposit acceptance services, public transportation fare and token sales, motor vehicle license plate and title distribution, postage stamp sales and numerous other services.

www.fisca.org.

About Western Union

The Western Union Company (NYSE: WU) is a leader in global payment services. Western Union provides consumers with fast, reliable and convenient ways to send and receive money around the world, as well as send payments and purchase money orders. Western Union, Vigo and Orlandi Valuta operate through a combined network of more than 400,000 Agent locations in 200 countries and territories. In 2008, The Western Union Company completed 188 million consumer-to-consumer transactions worldwide, moving \$74 billion of principal between consumers, and 412 million consumer-to-business transactions.

www.westernunion.com.

About Mercy Corps

Mercy Corps helps people in the world's toughest places turn crises of natural disaster, poverty and conflict into opportunities for progress. Driven by local needs and market conditions, our programs provide communities with the tools and support they need to transform their own lives. Our worldwide team of 3,700 professionals is improving the lives of 16.7 million people in more than 40 countries.

<http://www.mercycorps.org>.

About Save the Children

Save the Children is the leading, independent organization that creates lasting change for children in need in the United States and around the world. Save the Children USA is a member of the International Save the Children Alliance, a global network of 29 independent Save the Children organizations working to ensure the well-being and protection of children in more than 120 countries. Follow us on Twitter and Facebook.

SOURCE: Cash Plus of Traverse City

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