



**FOR IMMEDIATE RELEASE:**

August 4, 2025

**MEDIA CONTACT:** Shannon Hiller

[hillers@cccuv.com](mailto:hillers@cccuv.com); 702-939-3006

## **CCCU's Seventh Annual Back-to-School Supply Drive Eases Financial Burden for Local Families**

[LAS VEGAS, Nev.] August 4, 2025 – As parents across the country navigate rising prices on school supplies and back to school essentials, [Clark County Credit Union \(CCCU\)](#) is once again stepping up to lighten the load. Now in its seventh year, CCCU's annual Back-to-School Supply Drive is more than a tradition - it's a timely lifeline for Las Vegas families attending local Title I schools who are trying to stretch their back-to-school budgets.

This year's donation effort comes at a critical moment. According to a recent [NerdWallet study](#), 39% of back-to-school shoppers plan to switch to lower-cost brands, while 27% are cutting back on clothing and 25% on school supplies to cope with price increases. In response, CCCU has rallied its employees and members to collect essential school supplies for students across Southern Nevada. This year, CCCU is proud to share that we've collected a total of 6,864 various school supplies – the largest donation in the history of the credit union's annual school supply drive. "We knew this year's supply drive needed to go further because pencils and paper may seem like small things, but for parents who are trying to make ends meet for their kids, they matter more than ever - CCCU is here to cover that gap for as many families as we can," said Matt Kershaw, CEO of CCCU.

The school supply drive has become a meaningful annual tradition at CCCU, built around the credit union philosophy of "People Helping People." This year, the donations collected were distributed to four Title 1 schools - Clyde C. Cox Elementary School, C.T. Sewell Elementary School and Charlotte & Jerry Keller Elementary School and Edythe & Lloyd Katz Elementary School directly supporting students who might otherwise begin the school year without the necessary tools for success.

"As a parent myself, I definitely feel the pinch when it comes to back-to-school shopping," said Shannon Hiller, Chief Marketing Officer. "This supply drive is our way of showing up for local families who are trying to create a strong educational foundation for their children."

**-MORE-**

CCCU's Back-to-School Supply Drive is just one of the many ways we support the community. The credit union will continue to be an instrument of help for students, parents, teachers and the broader Southern Nevada community - meeting essential needs while empowering them to achieve their financial goals and dreams. To learn more, visit [CCCULV.org](http://CCCULV.org).

### **About Clark County Credit Union**

Founded in 1951, CCCU is a not-for-profit financial institution dedicated to serving its members with outstanding financial products and services. They serve over 57,000 members who are municipal employees (Clark County, City of Henderson, City of Las Vegas, and City of North Las Vegas), medical professionals, members of Nevada Public Radio (KNPR) and numerous select employer groups. With a focus on community involvement and personalized service, CCCU continues to be a trusted financial partner for individuals and families in the Las Vegas area. CCCU has assets of \$1.5 billion and six branches throughout Southern Nevada. More information about CCCU can be found online at [www.ccculv.org](http://www.ccculv.org).

# # #