



**For Immediate Release**

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**PenFed Campaign with Football Legends Jerry Rice, Emmitt Smith & Joe Theismann Soars as Football Fans Win Prizes, Assess Their Finances and Salute Our Troops**

*Win Signed Memorabilia from Hall of Famers Jerry Rice and Emmitt Smith by Entering 'PenFed Promise Visa Card' Challenge at [PenFedPromiseCardChallenge.com](http://PenFedPromiseCardChallenge.com)*

**ALEXANDRIA, Va., February 13, 2015**—[Pentagon Federal Credit Union](http://PentagonFederalCreditUnion.com) (PenFed) continues to team up with Professional Football Legends **Jerry Rice, Emmitt Smith, and Joe Theismann** as the PenFed PROMISE CARD CHALLENGE creates touchdowns and touch-points with football fans around the country. The Challenge provides opportunities to meet these legends, and win other football themed prizes that include signed jerseys and footballs, while also supporting Homes for Our Troops and Toys for Tots.

The Promise Card Challenge, which lives online at [PenFedPromiseCardChallenge.com](http://PenFedPromiseCardChallenge.com), includes special events where fans interact with the former football stars, enter to win other unique prizes and giveaways, as well as learn more about the [PenFed Promise Visa® Card](http://PenFedPromiseCardChallenge.com). Rice, Smith, and Theismann signed on for the Challenge to support PenFed's Promise credit card, which provides consumers low rates, no fees, and earned an A+ rating for transparency and value: it is known for being the Simplest Card in America.

As part of the continuing campaign, football fans across America still have exciting opportunities to win a variety of prizes including signed jerseys and footballs from football legends Jerry Rice, Emmitt Smith, and Joe Theismann. Enter at [PenFedPromiseCardChallenge.com](http://PenFedPromiseCardChallenge.com) to win these once in a lifetime prizes. This week the campaign will be awarding "Meet & Greets" with Hall of Famers Jerry Rice in San Francisco and Emmitt Smith in Dallas.

"This campaign allows consumers to get up close and personal with these three stellar athletes while becoming more familiar with the reliability and excellence of the Promise card, and supporting our Troops in the long run. Our inaugural PenFed Promise Card Challenge continues to be a win for all involved," said James R. Schenck, President and CEO, PenFed.

"I'm thrilled to support the PenFed Promise card," said Hall of Fame wide receiver and "Dancing with the Stars" runner-up Jerry Rice. "Much like I did throughout my career, this card rises above the competition and I'm proud to align with PenFed, which offers accessible and affordable credit services."

“I’m excited to team up with Jerry and Joe to be a part of the inaugural PenFed Promise Card Challenge campaign,” said Hall of Fame running back and “Dancing with the Stars” winner Emmitt Smith. “This campaign is a great way to spread the word about the PenFed Promise card, as well as promote PenFed’s unwavering support to provide affordable financial services.”

The full list of prizes can be found at [PenFedPromiseCardChallenge.com](http://PenFedPromiseCardChallenge.com).

Established in 1935, PenFed is one of the largest credit unions in the country serving nearly 1.3 million members. Its longstanding mission has been to provide superior financial services in a cost effective manner, while responding to members' needs.

As part of the PenFed Promise Card Challenge, PenFed has made donations to Homes for Our Troops and the Marines Toys for Tots program. Homes for Our Troops builds customized, accessible mortgage-free homes for severely injured veterans. The Toys for Tots program is run by the United States Marine Corps Reserve, which distributes toys to children whose parents cannot afford to buy gifts for Christmas.

### **About PenFed**

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country, serving 1.3 million members worldwide; with nearly \$18 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members’ needs. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members’ interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous employee groups and association affiliations. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU. *To learn more about PenFed, visit [PenFed.org](http://PenFed.org).*

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