

# Card Challenge Enters Phase II

Angus Foundation and Intrust Bank announce second phase of card challenge will take place Oct. 1 through Dec. 31.

Story & photo by **Katie Allen**, Angus Foundation

The Angus Foundation is pleased to announce it is once again partnering with Wichita-headquartered Intrust Bank for “The \$75,000 Card Challenge” Phase II, which will take place Oct. 1 through Dec. 31. For every new and activated American Angus Association Platinum Visa® booked during this time, Intrust Bank will make a \$100 donation to the Angus Foundation to help support Angus education, youth and research programs.

Most people use a credit card anyway. By opening a new card account and activating that card by making \$100 in

purchases within 30 days, Angus enthusiasts can support the future of the breed.

The first phase of “The \$75,000 Card Challenge,” Jan. 1 through June 30, 2012, generated 199 new activated credit card accounts. Intrust Bank presented the Angus Foundation a check for \$20,000 for this Phase I accomplishment during the National Angus Conference and Tour stop at McCurry Bros. Angus, Sedgwick, Kan., Oct. 3. The presentation included the announcement of Phase II.

If 300 more cards are activated through



► Intrust Bank presented the Angus Foundation a check for \$20,000 for Phase I accomplishments and announced Phase II during the National Angus Conference and Tour in October. Pictured are (from left) Milford Jenkins, Angus Foundation president; Cathy Watkins, Angus Foundation Board chairman; Linda Cullinan, senior manager at Intrust Bank; and Bryce Schumann, American Angus Association CEO.

the end of this year, making a total of 500 new activated accounts, Intrust Bank will add a \$25,000 donation. This makes the program worth \$75,000 for the Angus Foundation.

“As an institution with deep roots in agriculture, we understand the challenges associated with making a living off the land,” says Linda Cullinan, senior manager at Intrust Bank. “That’s why we were more than happy to go the extra mile in helping the Angus Foundation reach its goal.”

Milford Jenkins, Angus Foundation president, says the Angus Foundation is

humbled by Intrust Bank’s commitment to continue “The \$75,000 Card Challenge.”

“Angus breeders and members of the American Angus Association have an opportunity by activating a new credit card, to capture these funds for the Angus breed, and I’m confident they will want to take advantage of this easy opportunity to support the Angus Foundation,” Jenkins says.

Those interested in the card can go online to [www.angusfoundation.org](http://www.angusfoundation.org) and click “Angus Credit Card Application” to find out more information and how to apply.

It is important to note that cards must be activated to qualify for the donation. This means the cardholder must spend \$100 with his or her card within the first 30 days of opening the account. The purchases can include any day-to-day expenses, such as groceries or gas that you would normally put on a credit card.

**AJ**

**Editor’s Note:** Katie Allen is director of marketing and public relations for the Angus Foundation.