

Pioneer Services' Receives National 'Workplace Innovation' Award For CSR Efforts

*PR News recognizes company's paid volunteer time off
program, community service support*



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KANSAS CITY , Mo. (March 4, 2010) Giving back to the communities it serves is an integral part of Pioneer Services' workplace culture, and those efforts were recognized when the company received the "[CSR Award for Workplace Innovation](#)" from PR News during an event at the [National Press Club](#) in Washington D.C., Feb. 24. Pioneer Services received first place, while finalists included Pepsi Co., Butterball, and Deloitte.

Pioneer Services provides full-time associates with 16 hours of paid volunteer time off (VTO) each year, with part-time associates receiving 8 hours. In 2009, the company created the internal "Be the Difference" campaign to increase usage of the benefit. The campaign included a Volunteer Fair at the company's Kansas City headquarters, a website, t-shirts, poster, and a Volunteer Committee that helps associates find volunteer opportunities.

These efforts led to a 400 percent increase in VTO usage over the previous year, a special award from the Department of Veterans Affairs, as well as several community recognitions for individual

associates. The company's VTO program and commitment to community service have been showcased on several news broadcasts and received other national recognitions.

"Being honored as the best in nation for our corporate creativity and innovation in regard to CSR is exciting, especially given the caliber of other award finalists," said Chief Operating Officer Joe Freeman. "Our entire organization, including the associate-driven Volunteer Committee, exhibited incredible commitment to this effort, and showed that, for us, Compassion is more than just one of our corporate values—it's simply who we are as a company."

Pioneer Services, the military banking division of MidCountry Bank, provides financial services and award-winning education to members of the Armed Forces. For more than 20 years, Pioneer Services has been a leader in military lending, offering [military loans](#) and award-winning financial education programs through a network of offices and on the Internet. Pioneer Services is proud to support military families and communities through a variety of partnerships, programs, and sponsorships.

For more information, visit [PioneerServices.com](#). For loan information, visit [PioneerMilitaryLoans.com](#).

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