 

**Highmark Credit Union Partners with Kasasa and Charlie Rocket’s Dream Machine for Rapid City’s Best Day Ever Event**

*Rapid City’s Best Day Ever is part of a collective of events taking place across the country to generate 100,000 acts of kindness. This is the first-time community banks and credit unions have come together for a nationwide event, demonstrating their local impact and the scale of their network.*

**Rapid City, SD – October 30, 2023** – [Highmark Credit Union](http://www.highmarkfcu.com), in partnership with [Kasasa](https://www.kasasa.com/?utm_medium=pr&utm_source=pr&utm_campaign=b2c-kasasa&utm_content=natl) and the Dream Machine, are hosting Rapid City’s local Best Day Ever on November 3rd, to celebrate Teachers & Staff at both Stevens and Central High Schools. Kasasa, which offers free reward checking accounts people love exclusively at community banks and credit unions, and the Dream Machine founded by Charlie Rocket, have joined with community financial institutions across the country with the goal of performing 100,000 acts kindness for the Best Day Ever event, which kicks off November 3 and continues throughout the weekend.

Highmark’s local event will take place Friday morning at Stevens High School at 7:25 inside the Front Lobby. Across town, teachers at Central will also be celebrated at 7:30 in the morning in the NW Teachers Parking lot of Central High School. These 2 simultaneous events demonstrate Highmark’s contribution to the nationwide effort aimed at showcasing the significance of community banks and credit unions within our communities.

"We are excited to be a part of the Best Day Ever to demonstrate how we make a difference in our communities," said John Carlson, President of Highmark. "We believe in the power of giving back and the importance of education and human connection when it comes to a successful community. Through this event, we hope to inspire more to join us in impacting people’s lives."

“Community Financial Institutions may lack the multi-billion-dollar marketing budgets of giants like Bank of America and Chase,” said Gabe Krajicek, CEO of Kasasa. “But they do have incredibly generous hearts and commitment to serve their communities. Showing up for this event to tell people they matter demonstrates the incalculable ways they show up in their communities every single day. Their personal service paired with Kasasa’s world class products beat the mega bank offerings and help individuals prosper and local economies stronger.”

“A random act of kindness changed my life when I was in a dark moment and diagnosed with a brain tumor,” said Rocket. “That’s when I learned the power of something so simple: being seen by a stranger. I’m excited for November 3rd because when community financial institutions kick off this event, it will have a ripple effect across the country.”

**About Highmark Credit Union**

Highmark Credit Union has been serving the Black Hills region for over 80 years. Originally chartered as Rapid City Teacher’s Federal Credit Union in 1940, Highmark is dedicated to providing high quality financial services to help members in our own backyard achieve their financial goals. Highmark offers personal, auto, home loans, commercial loans, checking/savings/credit card solutions and insurance from its full service, family-focused credit union. Highmark is a member-owned, not-for- profit financial cooperative with five locations serving anyone who lives in Western South Dakota or Eastern Wyoming.

**About Kasasa**

Based in Austin, Texas, Kasasa® promotes community banks and credit unions and inspires people to bank locally so they can do more good. An award-winning fintech and marketing services company, Kasasa provides reward checking accounts people love, the first-ever loan with Take-Backs™, and ongoing expert consulting services to community financial institutions. Kasasa serves hundreds of community financial institutions nationwide, representing over 3 million consumer bank accounts across 3,400+ branches in all 50 states. Since 2003, Kasasa financial institutions have given back nearly $3 billion in rewards to Kasasa account holders. For more information, visit [www.kasasa.com](https://www.kasasa.com/?utm_medium=pr&utm_source=pr&utm_campaign=b2c-kasasa&utm_content=natl), [Instagram](https://www.instagram.com/askforkasasa/), [TikTok](https://www.tiktok.com/%40askforkasasa), [Facebook](https://www.facebook.com/AskForKasasa), or [LinkedIn](https://www.linkedin.com/company/kasasa/).

**About Charlie Rocket’s Dream Machine Foundation**

The founder, Charlie Rocket, is a former music manager who was diagnosed with a brain tumor at the height of his career. He made the choice to return to his childhood dream of being an athlete. He ended up losing 125 lbs, completing an ironman and reversing his brain tumor. Charlie now dedicates his life to his foundation, the Dream Machine, with the aim of becoming a new type of millionaire: one that makes a million dreams come true. For more information, visit www.dreammachineusa.org and www.instagram.com/dreammachineusa or [www.instagram.com/charlie](https://instagram.com/charlie?igshid=MzRlODBiNWFlZA==).

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