

NEWS RELEASE



Suncoast
Credit Union

FOR IMMEDIATE RELEASE

Media Contact:

Ryan Hughes

Public Relations Director

Cell: 813.417.7374

Email: ryan.hughes@suncoastcreditunion.com

Nonprofit organizations earn \$60,000 through 'Every Hit Is a Win' program

A dozen Florida groups receive funding thanks to Suncoast Credit Union and Tampa Bay Rays

TAMPA, Fla., Oct. 22, 2026 – A dozen nonprofit organizations across Florida earned \$60,000 through Suncoast Credit Union's Every Hit Is a Win program, conducted in partnership with the World Series-bound Tampa Bay Rays.

Throughout the 2026 regular season, nonprofit organizations competed in monthly online voting campaigns. For every base hit by a Rays player, Suncoast contributed to a community impact fund benefiting participating nonprofits. Each month, two organizations faced off for a share of the funds, with the winner receiving the larger portion of the \$10,000 monthly donation.

To learn more about each organization and the impact of the donations, click [HERE](#).

"The Every Hit Is a Win program is all about giving back and strengthening our communities," said Kevin Johnson, president and CEO of Suncoast Credit Union. "We appreciate the participation of the nonprofit organizations, the supporters who cast their votes and our outstanding partnership with the Tampa Bay Rays. Together, we made a meaningful impact in communities across Florida during another exciting baseball season."

Participating nonprofit organizations were recognized during a Tampa Bay Rays game at Tropicana Field on Sept. 20. **To view video from the in-game recognition ceremony, click [HERE](#). To see photos of the celebration, click [HERE](#).**

Since 1990, the Suncoast Credit Union Foundation has donated more than \$68 million to nonprofit organizations, schools, colleges and universities within the credit union's Florida footprint. This program is just another way the Foundation gives back.

"We appreciate our partnership with Suncoast Credit Union and are thrilled that so many organizations throughout our region benefit from the program," said Anthony Rioles, Rays vice president of corporate partnerships. "This historic season is even more rewarding knowing our success on the field helps generate support for nonprofits making a difference in our communities."

The program's impact extends beyond nonprofit organizations. Last month, Suncoast Credit Union hosted a special Every Hit is a Win with Junior Caminero event, where two local Little League teams earned funds through every base hit, home run and defensive play. Rays star Junior Caminero interacted with players and shared baseball tips throughout the evening. Both teams earned \$2,850. **Read more about the Little League event [HERE](#).**

###

About Suncoast Credit Union

[Suncoast Credit Union](#) is the largest credit union in Florida, the seventh largest in the United States by membership and the 10th largest by assets, with more than \$22 billion in assets. Chartered in 1934 as Hillsborough County Teachers Credit Union, Suncoast operates 98 full-service branches and serves more than 1.5 million members statewide. As a local, community-focused credit union, anyone who lives, works or attends school in Suncoast's service area is eligible for membership. In August 2026, members of Launch Credit Union approved a merger with Suncoast. Launch will operate as Launch, a Branch of Suncoast Credit Union, during the transition period while the organizations work toward full operational integration by mid-2027. Guided by its "people helping people" philosophy, Suncoast is dedicated to supporting the communities it serves. Since 1990, the [Suncoast Credit Union Foundation](#) has raised and donated more than \$68 million to organizations and initiatives that support the health, education and emotional well-being of children. For more information, visit [suncoast.com](https://www.suncoast.com) or follow us on social media: [Facebook](#), [LinkedIn](#), [X \(formerly Twitter\)](#) and [Instagram](#).

About the Tampa Bay Rays

The Tampa Bay Rays mission is to energize the community through the magic of Rays baseball. The organization is committed to building a strong community bond through meaningful interactions and charitable donations and has proudly represented Major League Baseball since 1998.