



October 28, 2011

**FOR IMMEDIATE RELEASE**

Contact: Becky Glass, Marketing Specialist  
RCU Corporate Center  
200 Riverfront Terrace  
Eau Claire, WI 54703  
715-833-8112

***RCU Holding Holiday Food & Bear Drive***

**Eau Claire, WI** – During the month of November, RCU is sponsoring a community-wide Holiday Food & Bear Drive. Members and non-members can bring non-perishable food (cans and unopened packaged food items) and/or new stuffed bears to any RCU office by November 30<sup>th</sup>. Now more than ever, you can take a moment to make a difference to others in your community!

Members of RCU's Volunteer Program will be picking up and keeping track of the donated items from each RCU office. Donated food items will be delivered to food pantries and the stuffed bears will be distributed to children in each of the local communities where we have an office.

"A gesture of donating food or a stuffed animal can make a huge difference in someone's life," states Becky Glass, RCU Marketing Specialist. "Last year, Members and non-Members collected over 600 bears and 1,170 pounds of food for local organizations. This is a tough time of the year for a number of individuals and families, and your donations will go a long way."

In 1993, RCU developed the RCU Volunteer Program to promote volunteerism and community spirit. The program is structured to reward those who volunteer at least four hours per month anywhere in the community. Currently, RCU has 500 RCU Volunteers who volunteer over 25,000 hours of their time each year to help make our communities a better place to live!

RCU, Royal Credit Union, is a federally insured credit union serving over 140,000 Members with 25 full service offices in Amery, Balsam Lake, Centuria, Chippewa Falls, Colby, Eau Claire, Menomonie, Milltown, New Richmond, Osceola, Rice Lake, River Falls, St. Croix Falls, Somerset, Star Prairie, and Whitehall in Wisconsin and 3 full service offices in Edina, Coon Rapids, and St. Paul in Minnesota. You can open an account or apply for a low-cost loan at RCU if you live or work in 18 counties in Western Wisconsin, 12 counties in the Twin Cities Metro in Minnesota, or are a Realtor in Wisconsin or Minnesota. Visit [www.rcu.org](http://www.rcu.org) or call RCU at 715-833-8111, 952-933-9000, or 1-800-341-9911 for more information 7 days a week.

###