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**FOR IMMEDIATE RELEASE**

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***RCU Names Community Relations Manager***

**Eau Claire, WI** – RCU has named Jennifer Block as Community Relations Manager. Block will be responsible for developing and implementing a broad range of community relations activities to maintain and generate a favorable public image along with positive exposure for RCU through effective media relations and events. Block will also ensure that communication activities remain consistent with RCU’s vision, goals, strategies, and brand. In addition, she will supervise RCU’s School Sense and Financial Education staffs.

Block comes to RCU with 17 years of experience in community and media relations. Most recently, she was the Communications Manager at Sacred Heart Hospital in Eau Claire for six years. For four years before that, she was the Director of Public Relations & Marketing at the University of Illinois-Chicago College of Medicine. Prior to that, she was a television news anchor and reporter for seven years.

Block graduated with a bachelor’s degree in journalism from Northern Illinois University in Dekalb, IL. While working at Sacred Heart Hospital, she received several honors from the Wisconsin Healthcare Public Relations & Marketing Society (WHPRMS), including the Award of Excellence for Video Production, Award of Excellence for Media Relations, and Award of Merit for Writing. Block has also received both the Telly Gold and Platinum Awards for Video Production.

Block actively participates in her community through the United Way and the American Heart Association. She currently resides in Eau Claire.

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 1-800-341-9911 for more information 7 days a week.

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