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**FOR IMMEDIATE RELEASE**

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***RCU Sponsors New Year's Eve Event for the Whole Family***

**Eau Claire, WI** – Close to 800 kids and their parents joined RCU and mascot Savin' Sammy at the annual RCU New Year's Eve Event on Friday, December 31, 2010. The event was held at the Eau Claire Indoor Sports Center and was open to all kids in the community and their families.

Kids and adults alike enjoyed an evening of fun, including inflatables, DJ entertainment provided by CK Productions, games, prizes, refreshments, limo rides provided by Cody Limousines, and a huge balloon drop at 8:30 pm!

In addition to the New Year's Eve Event, RCU hosts many other events throughout the year for its Kid's Club Members. RCU's Kid's Club is a fun and educational way to give kids a head start in financial education. As a member of this exclusive club, youth 12 and under receive their very own RCU Savings Account and are rewarded for saving their money. For every fourth deposit, they pick a prize from the treasure chest of prizes. For more information on the RCU Kid's Club or to find out more about upcoming events, visit [www.rcu.org](http://www.rcu.org).

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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