



FOR IMMEDIATE RELEASE

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Redwood Credit Union Raises Over \$78,000 for United Way
Credit Union Exceeds Goal with Fun Incentives for Employee Giving

Santa Rosa, CA – Redwood Credit Union (RCU) recently completed their 2008 United Way campaign, with a record contribution of \$78,563, exceeding their goal of \$70,000 by over 11%, and exceeding last year’s United Way fundraising efforts by more than \$10,000.

“With the challenges of today’s economy, I am truly in awe of the generosity our employees and Officials demonstrated during this year’s United Way campaign,” said RCU President & CEO Brett Martinez, who also volunteers on the Board of Directors for United Way of the Wine Country. “Watching our campaign contributions increase year over year is a genuine testament to the dedication our staff and Officials have to their communities, and it is amazing to watch as more and more of our employees engage and step up to help those in need.”

Redwood Credit Union employees and volunteer Officials participate in the United Way campaign each fall to raise funds for non-profit organizations throughout the Bay Area. This year, the Credit Union raised over \$69,000 for the United Way of the Wine Country – where the company is headquartered – and over \$8,000 for United Way of the Bay Area, serving Napa, Marin and San Francisco counties, where RCU also has several branch locations.

The Credit Union offered several unique incentives to encourage employees to contribute: weekly prize raffles, casual days, a company-paid lunch and ice cream parties for branches and departments with full participation.

Redwood Credit Union is a full-service financial cooperative, serving the North Bay since 1950. The Credit Union offers a wide range of value-driven financial services to both consumers and small business owners, and has 15 branch locations throughout the greater North Bay and San Francisco. Membership is open to anyone living, working or owning a business in eight counties, including Sonoma, Marin, Napa, San Francisco, Mendocino, Lake, Contra Costa and Solano. For more information, please call 1 (800) 479-7928 or visit Redwood Credit Union online at www.redwoodcu.org.

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