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**For Immediate Release**

## Reliant Donates Sneakers for Children in Need

SODUS, N.Y., January 8, 2018 — Reliant Community Credit Union donated 75 pairs of sneakers to the Newark Central School District today, to be given to children in need who attend the district’s elementary schools.

The donation is part of a special project Reliant created called “Feet Forward,” through which the credit union will be donating \$10,000 worth of quality sneakers in 2018 to schools and organizations in several of the communities Reliant serves.

Reliant partnered with Fleet Feet

Sports Rochester, who helped the credit union to purchase an array of high quality children’s sneakers so that the credit union could donate them to elementary-aged children in need who otherwise wouldn’t have access to such quality footwear.

“Serving children is vital to Reliant’s efforts to serve our communities,” said Amy Calabrese, Reliant’s Chief Brand Officer. “We know how important it is for children to be active, but we also recognize that not all children have access to quality footwear. We hope our contributions through Feet Forward will enable the children they benefit to be more active and participate more fully in activities.”

Reliant representatives presented the sneakers to representatives from the school district, including Superintendent of Schools Matt Cook. “It is always gratifying to work with corporate partners who give back to the local community,” said Mr. Cook. “Reliant Community Credit



*Reliant representatives presented sneakers to representatives from the Newark Central School District at Newark’s Perkins School today. Pictured here (left-right) are Newark School District Superintendent Matt Cook; Newark Director of Health, Physical Education & Athletics Chris Corey; Reliant Newark Branch Teller Hanna Colling; Reliant Marketing Communications Specialist Alisa Erbland; Perkins School Principal Susan Achille; and Reliant Member Development Coordinator Karen Dean.*



Union recognizes how important public education is and stepped up today to allow 75 Newark Central School students to have quality footwear. This allows them to feel more comfortable in physical education classes, as well as more comfortable throughout the day. Once basic needs are met, we can begin the process of education in earnest. It's wonderful working with good corporate citizens, like Reliant!"

The donation to the Newark Central School District was the first donation of the year for Reliant's Feet Forward project. Reliant plans to deliver hundreds of additional pairs of sneakers in the coming weeks to other schools in communities the credit union serves.

Reliant Community Credit Union, which began locally in 1970, is a \$408 million credit union serving more than 39,000 members. Eligibility is available to all who live, work, worship, attend school, or volunteer in Monroe, Ontario, and Wayne counties. Reliant currently has branches in Brockport, Canandaigua, Geneva, Henrietta, Irondequoit, Macedon, Newark, Sodus, and Webster. A full-service financial institution, Reliant offers a complete range of financial products and services, including mortgages. For information regarding membership or employment, contact the credit union at 800-724-9282 or visit [reliantcu.com](http://reliantcu.com).

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