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**For Immediate Release**

## Reliant Donates Sneakers for Children in Need

SODUS, N.Y., January 19, 2018 — Reliant Community Credit Union is helping elementary students in the Finger Lakes start the year off on the right foot—and the left one, too! On Wednesday, Reliant donated 75 pairs of sneakers to the Geneva City School District, to be given to children in need who attend the district’s elementary schools.

This is the second such donation Reliant has made so far this year, with future donations of sneakers scheduled throughout the next couple of weeks. These donations are all

part of a special community effort Reliant created called Feet Forward, through which the credit union will be donating a total of \$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 facilitate the credit union’s purchase of 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.

“At Reliant, helping people is what we do every day,” said Alisa Erbland, Reliant’s Marketing Communications Specialist. “We believe that a quality pair of sneakers can help a child be more



*Reliant representatives presented sneakers to representatives from the Geneva City School District at Geneva’s North Street School on Wednesday. Pictured here (left-right) are Marketing Communications Specialist Alisa Erbland, Geneva Branch Manager Amanda DeSain, and Business Lending Specialist Alexa Wessie, all from Reliant Community Credit Union, and North Street School Principal Eric Vaillancourt, North Street School Social Worker Susan McGowan, North Street Assistant Principal Heather Eysaman, North Street School Nurse Kim Seidel, North Street Teacher Aide Jennifer Anderson.*



active and feel more confident, and we we're thrilled that, through programs like Feet Forward, we will be able to help hundreds of children in our communities."

Reliant representatives presented the sneakers to representatives from the school district, including North Street School Principal Eric Vaillancourt. "We are very fortunate to be on the receiving end of the donation from Reliant Community Federal Credit Union," said Mr. Vaillancourt. "The shoes have started to be given away to students in need. It is hard for students to be able to focus on learning if their basic needs are not met. The donation from Reliant helps us further meet the needs of our students so that they are able to learn at high levels. Our students will be proud to have a brand new pair of shiny shoes that will keep their feet warm and dry."

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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