



**FOR IMMEDIATE RELEASE**

**September 29, 2014**

**For more information, please contact:**

**Traci Bocci, Assistant Manager of Communications & Public Relations**

**707-576-5274, [tbocci@redwoodcu.org](mailto:tbocci@redwoodcu.org)**

## **Redwood Credit Union Supports SchoolsRule-Marin with Transaction-Based Donation Program**

***Marin County, CA*** – Redwood Credit Union (RCU) announced today a unique partnership with SchoolsRule Marin, a nonprofit which provides funding for literacy, technology and arts programs to benefit each of Marin County’s public school students. **For every credit or debit card transaction made by RCU’s Marin County Members, the Credit Union will make a donation to SchoolsRule.**

“SchoolsRule has a powerful reach in Marin County; every student benefits from the resources it provides,” said Brett Martinez, president and CEO of RCU. “This program is a great opportunity to further our support of education in partnership with our Marin County Members – they can spend money all over the world, and these donations still come home.”

Based on historic transaction data, Martinez estimates RCU’s contributions to SchoolsRule will exceed \$25,000 by the end of this first year of partnership.

“This partnership shows the continuing commitment of RCU to the families, children and schools of our community,” said Mary Jane Burke, Marin County Superintendent of Schools. “RCU’s participation is a prime example of how businesses can participate in ensuring that *all* of our children, including those who need more to get the same education, can have schools that prepare them with knowledge, skills and values that lead to higher education, career training and, most of all, to successful lives.”

SchoolsRule-Marin is a coalition of all public school foundations in the county, working for the benefit of every public school student in Marin. The organization distributes funding on a per-student basis so every student benefits equally, regardless of an individual district’s fundraising ability. RCU’s partnership will allow Marin Members to play a direct role in helping to fund literacy, technology and arts programs that have been jeopardized by state budget cuts.

### **About Redwood Credit Union**

Founded in 1950, Redwood Credit Union is a full-service financial institution providing personal and business banking to anyone living or working in the North Bay or San Francisco. As a

financial cooperative focused on people not profit, RCU offers complete financial services including checking and savings accounts, auto and home loans, credit cards, online and mobile banking, business services, commercial and SBA lending, investment and financial planning services and more. The Credit Union also offers a variety of insurance products and discount auto sales through their wholly-owned subsidiary. RCU currently has nearly \$2.4 billion in assets and serves over 237,000 Members with full-service branch locations from San Francisco to Ukiah, more than 30,000 fee-free network ATMs nationwide and convenient, free online and mobile banking. For more information, please call 1 (800) 479-7928 or visit [www.redwoodcu.org](http://www.redwoodcu.org).

### **About SchoolsRule–Marin**

Founded in 2011, SchoolsRule–Marin is the first and only cross-county organization to collaborate with every school district in Marin. SchoolsRule distributes donations to Marin County public schools on a per-student basis, focusing on the key initiatives of literacy, technology and the arts.

# # #

Please contact me if you have any questions. Thanks!

Traci Thylin Bocci

Assistant Manager | Communications & Public Relations

Redwood Credit Union

Mailing: PO Box 6104, Santa Rosa, CA 95406-0104

Physical: 3033 Cleveland Avenue, Suite 100, Santa Rosa, CA 95403

Direct: (707) 576-5274 | Toll-Free: 1 (800) 479-7928, ext. 65274 | Fax: (707) 541-2656

<https://www.redwoodcu.org>

