

## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

## **Educators Credit Union and RelyLocal offer local shopping shuttle**

RACINE—Educators Credit Union and RelyLocal are teaming up to offer a shuttle bus for shoppers on Saturdays through Christmas.

The bus, which runs from 10 am to 4 pm, has its inaugural run Saturday, Nov. 30, to help celebrate Small Business Saturday. Small Business Saturday is an effort created by American Express in 2010 to encourage shoppers to spend money at locally owned businesses.

In Racine, the shuttle will have several stops in the West Racine area and several in the Downtown area. There is free parking Downtown at the City Hall Annex at 8th Street and Center.

The shuttle will continue from 10 am to 4 pm on Saturdays through December 21. Many businesses on the shuttle route will be offering deals and giveaways during the shuttle run time. Riders will receive a sticker that identifies them as shuttle rider, allowing them to take advantage of the specials.

RelyLocal Racine & Kenosha is a local business marketing agency in Racine and Kenosha. Educators Credit Union is a not-for-profit financial institution serving more than 122,000 members. Educators membership is open to anyone who has attended school in southeastern Wisconsin as well as education, healthcare and government related employees and their families. For more information about Educators Credit Union, please visit www.ecu.com.