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**FOR IMMEDIATE RELEASE**

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**SHORELINE HOMETOWN CREDIT UNION HOMETOWN 2X REWARDS PROGRAM  
CONTINUES TO INJECT MONEY INTO THE LOCAL ECONOMY**

**April 2, 2020, Manitowoc, Wis.** Shoreline Hometown Credit Union recently hit a significant milestone with its Hometown Credit Card 2X Rewards program by surpassing over \$30,000 in gift certificates that have been used to support hometown small businesses.

“This program has been very successful,” says Kyle Bryntesen, Hometown Business Development Officer at Shoreline Hometown Credit Union. “Since late 2018, we’ve helped small businesses in our area by issuing Hometown Gift Certificates as part of our 2X Hometown Credit Card Rewards Program.”

According to Bryntesen, Shoreline members have spent over \$75,000 at local participating businesses during the past six months and many have been redeeming the 2X Rewards for Hometown Gift Certificates. Members have spent \$200,000 locally since the program’s inception in 2018.

Shoreline members can redeem the points they acquire for no-cost Hometown Gift Certificates to give back to local businesses. “It is simply a win-win for members and businesses. Shoreline Hometown Credit Union has just surpassed \$30,000 in Hometown Gift Certificates issued to our members to be used at businesses in our community. The best thing is that we reimburse the business fully for the amount on the gift certificate - so it does not cost them anything. The program is truly investing back into our community,” Bryntesen continues.

“With the current COVID-19 pandemic affecting our community, it’s more important than ever that we continue to support our local small businesses,” Bryntesen stated. “Hopefully, our members will redeem

their Hometown Gift Certificates to order take-out food at participating restaurants and support essential services in the community. Over 100 local businesses are participating in this program right now.”

It’s easy to join and take advantage of this program at Shoreline. Bryntesen concludes, “This is a way to support businesses at no cost to Shoreline members or the businesses that really need our help during these challenging times.” Visit [ShorelineCU.org](http://ShorelineCU.org) and click on Hometown Program to see a list of over 100 participating hometown businesses.

### **About Shoreline Credit Union.**

For nearly 80 years, Shoreline Credit Union is headquartered in Manitowoc County and is a member owned, non-profit financial cooperative serving approximately 8,000 members in nine counties — Brown, Outagamie, Winnebago, Door, Calumet, Fond du Lac, Kewaunee, Manitowoc and Sheboygan, in Wisconsin. Shoreline Credit Union is a member of the National Credit Union Administration (NCUA), an independent federal agency that charters and supervises federal credit unions. Shoreline is considered well capitalized according to NCUA standards.

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