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**FOR IMMEDIATE RELEASE**

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**TYLER FREITAG PROMOTED TO COMMUNICATIONS & BRANDING MANAGER**

**Manitowoc, Wis., July 7, 2021,** Shoreline Credit Union is proud to announce the promotion of Tyler Freitag as Communications & Branding Manager. In his new role, Tyler is responsible for managing the daily functions of the marketing department, including but not limited to collateral production, social media management, and media buying. Tyler will ensure the Credit Union remains dedicated to its Hometown brand and cultivate creative ideas to assist the Credit Union in achieving its goals.

“Tyler has grown so incredibly much in his few years at the credit union, starting off as a teller to a guy who lives and breathes not only our credit union, but our five core values. Tyler has an energetic, passionate attitude, and is always wearing a big smile.” says CEO Nathan Grossenbach. “He embodies the Shoreline Hometown spirit.”

Steve Kanter, VP of Hometown Experience and Branding states, “As I transition into retirement in 2022, I am confident that Tyler will continue to bring his incredible talents marketing Shoreline Hometown Credit Union to the community. I am very proud to have worked with him over the years.”

As a young professional, Tyler brings four years of marketing communications experience to Shoreline. His skills include brand management, as well as project management, graphic design, video production, and web design. Tyler is a member of the Board of Directors for The Crossing of Manitowoc County, and presides over the Marketing Committee for The Crossing. In addition, Tyler is a board member of

Kiwanis of Manitowoc, and a member of the Marketing Committee for the Chamber of Manitowoc County. He also serves on the Marketing Committee for the Downtown Manitowoc Organization.

A graduate of Lakeshore Technical College, Tyler earned an associate degree in Marketing and a Technical Diploma in Sales. Tyler resides in Manitowoc, Wisconsin with his fiancé, Emily.

**About Shoreline Credit Union**

For over 75 years, Shoreline Credit Union is headquartered in Manitowoc County and is a member-owned, non-profit financial cooperative serving over 10,000 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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