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## **FOR IMMEDIATE RELEASE**

### **Best Financial Credit Union Announces the Launch of Buy Local Spend Local**

Muskegon, MI – Best Financial Credit Union (BFCU) is excited to announce the launch of Buy Local Spend Local, a community investment project that encourages its 11,500 members to shop at locally owned businesses. BFCU will randomly reimburse 10 transactions per month of up to \$30 each when the member uses the credit union's debit or credit card to complete their purchase. The program officially launches this month.

Transactions conducted at any locally owned business that accepts debit or credit cards are automatically eligible for reimbursement. The credit union hosts a website, [www.buylocalspendlocal.com/bfcu](http://www.buylocalspendlocal.com/bfcu), that will include all actively participating businesses, maps, and special offers available to BFCU members.

"At Best Financial Credit Union, we strive to regularly give back to the local community," said BFCU CEO Morgan Rescorla. "We're excited to expand these efforts and help support local businesses through this challenging time."

Local businesses can expand their participation in the program. By actively enrolling, businesses will receive a Buy Local Spend Local window cling, obtain a listing on [www.buylocalspendlocal.com/bfcu](http://www.buylocalspendlocal.com/bfcu), and gain direct promotional access to credit union members.

The credit union has pledged \$4,000 in grant awards as an additional incentive to help businesses participate in the program at higher levels. Locally owned businesses interested in participating in the program are encouraged to contact Jason Sells.

Eligible individuals interested in joining BFCU in order to take advantage of special offers may visit [www.bestfcu.org](http://www.bestfcu.org) to fill out an application.

Best Financial Credit Union (BFCU) is a full-service financial institution providing personal and business banking services to those who live, work, worship, or attend school in Muskegon, Ottawa, Oceana, Newaygo, and Kent counties of Michigan. Today, BFCU serves more than 11,500 members and has two branches, located in Muskegon and Spring Lake, MI.

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