

**FOR IMMEDIATE RELEASE**

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**ASSISTANCE & RESOURCE CENTER, INC. SELECTED TO RECEIVED FUNDS FROM “CRUISIN FOR A CAUSE”**

[River Falls, June 15, 2021] Assistance & Resource Center, Inc. (ARC) announces that it has been selected to be the recipient of funds raised by River Falls “Cruisin for a Cause”. “ARC is extremely excited about participating in this event and receiving the funds”, stated Sharon Schulze, ARC Board Chairperson.

9<sup>th</sup> Annual Run will be held Saturday, July 17, 2021. Registration is 9:30AM – 11AM at the Westwind. 100+ miles on scenic back roads. Final Stop is Mel’s Midtown. The ride is in memory of Steven Weber who passed away August 2020. He rode with the group every year and was a road guard many of those years.

ARC’s goal is to help community members meet their basic needs. Through our services, clients regain peace of mind by receiving financial assistance in a timely manner with dignity and respect. Each request is addressed individually, and a plan is formulated within 24 to 48 hours of documentation of need.

For additional information about Assistance & Resource Center, Inc. please visit [arcriverfalls.org](http://arcriverfalls.org).

***Assistance & Resource Center, Inc. (ARC) is the primary non-profit agency providing short term financial assistance to residents of the River Falls and Ellsworth school districts to meet their basics needs. Now in its 13th year, ARC continues to provide dollars for rent, utilities, gas and vehicle repair, work boots and uniforms, childcare and more. For assistance, to learn about volunteer opportunities or for more information contact ARC at arcofriverfalls@hotmail.com or 715-222-6133.***