



# NLCU

## FOR IMMEDIATE RELEASE

June 8<sup>th</sup>, 2015

### **NLCU Charitable Foundation Corporation Walks in Support of the Canadian Mental Health Association**

[ST. JOHN'S] – It was a wet yet warm spring morning when volunteers of the NLCU Charitable Foundation Corporation (NLCU CFC) raised approximately \$24,000 as part of the organization's 12<sup>th</sup> Annual Walk-A-Thon. The walk took place Sunday, June 7<sup>th</sup>, with 50% of the proceeds being donated to the Canadian Mental Health Association – NL Division's *Think Twice* initiative and the remaining 50% going to the NLCU CFC, which will distribute the remaining funds amongst other wonderful provincial charities throughout the year.

Walks were held near each of the 12 Newfoundland and Labrador Credit Union (NLCU) branch locations throughout the province. Allison Chaytor-Loveys, President of the NLCU CFC and Chief Executive Officer of NLCU, was delighted with the success of the 12<sup>th</sup> Annual Walk-a-Thon. "NLCU is very proud to support CMHA NL's *Think Twice* program, which will work with youth to challenge the attitudes and beliefs about mental health and illness in our province." Chaytor-Loveys explains. "The NLCU CFC and our dedicated volunteers are happy to walk in benefit of this highly-interactive program that offers viable solutions and help to break down common stigmas in our province."

In addition to raising funds for the Charity of Choice, NLCU CFC also asked walkers to donate unused or gently worn shoes to the One Step Shoe Recycling program. The program was started in Newfoundland and to date has donated over 12,000 pairs of shoes locally, nationally and globally.

The NLCU CFC will be accepting donations for this year's walk until June 14<sup>th</sup>, 2015. Anyone interested in donating to the NLCU CFC can call 1-800-563-3300 or visit [nlcu.com](http://nlcu.com) and click "Donate Now" to make a contribution via [CanadaHelps.org](http://CanadaHelps.org).

#### **About the NLCU Charitable Foundation Corporation**

The NLCU CFC was established as a registered charity in 2002 by NLCU. Since its inception, the CFC has donated close to \$1,000,000 to charities throughout Newfoundland and Labrador. The CFC's vision is to be a visible leader in support of registered charities primarily in Newfoundland and Labrador that work to improve social programs and services in the areas of youth, education, health, arts, culture, and the environment. The NLCU CFC is 100% volunteer led and run, and NLCU employees are its driving force, raising funds on behalf of the CFC for distribution to other charities.

#### **About Newfoundland and Labrador Credit Union**

NLCU is the largest credit union in Atlantic Canada with over a half a billion dollars in assets, 149 employees and 12 branches province-wide, from St. John's across the island as far as Stephenville, and north into Labrador City. We are a financial institution of choice for over 21,500 individuals and businesses who trust NLCU with their financial service requirements. We offer a full suite of financial products and services to our members, who are also the owners of our credit union, including: chequing, savings, credit cards, electronic services, wealth management services, brokerage and trust services, insurance benefits and a full suite of financial services to small to medium businesses.

#### **Media Contacts:**

Mr. Shannon Goodyear

Director, Marketing and Communications

1-800-563-3300 or [sgoodyear@nlcu.com](mailto:sgoodyear@nlcu.com)