

NLCU Charitable Foundation Corporation hosts 13th Annual Rod Benson Memorial Golf Tournament

St. John's, NL . The 13th Annual Rod Benson Memorial Golf Tournament took place at Clovelly golf course in St. John's on Wednesday, August 27, 2014. The tournament is one of the major annual fundraisers of the NLCU Charitable Foundation Corporation (the Foundation or NLCU CFC). This year, the event raised over \$40,000.

Funds raised will support the great work of a variety of charities in this province, including this year's Charity of Choice: Newfoundland and Labrador Down Syndrome Society. The Society is a volunteer-based charity of family and friends dedicated to ensuring a fulfilling quality of life for children, youth, and adults with Down Syndrome. They believe in, and are committed to inclusion in all aspects of society, and develop various programs to achieve this.

The tremendous support we've received over the past 13 years from both the local and national business community has been instrumental in helping the NLCU Charitable Foundation reach its fundraising goals, said Allison Chaytor-Loveys, the Foundation's president and CEO of Newfoundland and Labrador Credit Union (NLCU). The Rod Benson Memorial Golf Tournament is a time where community support really shines, and we're honoured to have such loyal supporters, that come back year after year.

RONA sponsored two hole-in-one contests totaling an impressive \$35,000, along with Johnson Insurance another contest sponsor for two contests totaling \$15,000, for participants lucky enough to sink a hole in one. As well, Hickman Motors stepping up to donate a car to a lucky winner of another Hole-In-One contest.

NLCU and CDL Holdings Limited have been Platinum Sponsors since the tournament's first year. RONA a long-time supporter participated as a Gold Sponsor for the 13th year running. Silver Sponsors were the Co-operator's Group for the 6th year in a row and EC Boone for the 3rd year.

The charity golf tournament was inspired by Rod Benson, a NLCU employee who passed away suddenly at the age of 31. A man of kindness and generosity, Rod's co-workers decided to organize an event in his memory, choosing golf- one of Rod's best-loved pastimes- as its focus. In the past 13 years, the Rod Benson Memorial Golf Tournament has raised upwards of \$500,000 for provincial charities in honor of Rod's memory.

For further information regarding the tournament, or NLCU CFC please visit nlcu.com. To learn more about our Charity of Choice, please visit their website: www.nldss.com

-30-

Media Contact:

Mr. Shannon Goodyear
Director, Marketing and Communications
(709) 758-8217
sgoodyear@nlcu.com