



FOR IMMEDIATE RELEASE

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International Credit Union Day turns into weeklong celebration at Newfoundland and Labrador Credit Union

(St. John's, NL): Thursday, October 18 marked the 70th International Credit Union Day. Held on the third Thursday each October, International Credit Union Day sees credit unions around the world honor their roots, raise awareness about credit unions, and celebrate their accomplishments as a collective.

This year, Newfoundland and Labrador Credit Union (NLCU) decided to make a week of it.

As part of its festivities, NLCU conducted a Facebook contest so that members and the public could vote for which local charity in each of NLCU's 12 branch locations would receive a \$1,000 donation. The contest received over 800 votes and the 12 winning charities have been announced throughout the week on NLCU's Facebook page. Donation funds were generously supplied by the NLCU Charitable Foundation. It's the first time the foundation has partnered with NLCU for International Credit Union Day celebrations.

In addition, NLCU employees performed Acts of Kindness in each of its branch communities, culminating in a province-wide Act of Kindness on International Credit Union Day, when NLCU invited its members and the public to get involved by donating old and gently-used books for a book drive. As a result, approximately 1,000 used books are being donated to various libraries and organizations throughout Newfoundland and Labrador.

NLCU members – who are both customers and owners of the credit union – were invited to stop by their local branch for coffee and treats, as well as to complete a ballot for a chance to win \$100. Each branch held its own draw and awarded a \$100 cash prize.

Allison Chaytor-Loveys, the credit union's CEO, remarks on NLCU's weeklong fete. "The credit union movement grew from grassroots efforts of community-minded citizens who valued democratic member control, fairness, and concern for community. The spirit of those attributes survives today in the credit union movement and at NLCU.

"Our celebrations this week are genuine expressions of who we are and what we value at NLCU. We have an amazing group of employees at our credit union who are truly dedicated to helping our members, communities, and fellow colleagues grow and excel. For me, International Credit Union Day is as much a celebration of our team as it is of credit unions."

There are more than 68,000 credit unions globally that provide service to over 235 million people in 109 countries. The theme for this year's International Credit Union Day, "Find Your Platinum Lining," is an appropriate nod to the celebration's 70th anniversary and a reflection of what credit unions do best: help their members and communities find their own platinum linings.

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Winning Charities of NLCU's Facebook Contest

Each charity receives a \$1,000 donation from the NLCU Charitable Foundation.

- Bay St. George Sick Children Foundation
- Bridges to Hope
- Canadian Cancer Society in support of ovarian cancer research
- Canadian Mental Health Association NL
- Clarenville SPCA
- Gander & Area SPCA
- Grand Falls-Windsor/Bishop's Falls Community Food Bank
- Faith's Haven Animal Shelter
- Health Care Foundation in support of its "Music & Memory" program
- School Lunch Association
- The Gathering Place
- Trinity-Conception-Placentia Autism Society

Acts of Kindness

Each of NLCU's 12 branch teams conducted an Act of Kindness in their respective communities.

- Stephenville branch: Donation of care package to local women's shelter
- Corner Brook branch: Donation of goodie bags for distribution at Open Door Kitchen
- Labrador City branch: Donation of Tim Hortons gift card to local fire station
- Grand Falls-Windsor branch: Hosting of girl's jiu-jitsu seminar and pizza party at Y-2C for Empowering Girls program
- Gander branch: Clean-up of old Gander Town site
- Carbonear branch: Participation in Carbonear Academy "Walk for Breakfast" fundraiser
- Clarenville branch: Food drive for the Autism Society
- Mount Pearl branch: Donation of Tim Hortons card to Wiseman Centre
- Conception Bay South branch: Donation to CBS food bank
- Freshwater Road, St. John's branch: Neighborhood clean-up in Mundy Pond area, in cooperation with Clean St. John's
- Water Street, St. John's branch: Donation of Tim Hortons card to Wiseman Centre
- Torbay Road, St. John's branch: Donation of clothing to Diabetes Canada

In addition, all NLCU branch and corporate office teams participated in a book drive.

About NLCU

Newfoundland and Labrador Credit Union is a full-service financial institution, with over half a billion dollars in assets and operating 12 locations province-wide. NLCU is dedicated to providing the most effective financial services and wise financial guidance to empower its members to make the best financial decisions.

<https://www.nlcu.com/>

About the NLCU Charitable Foundation

In 2002, NLCU established the NLCU Charitable Foundation Corporation, a federally registered charity that raised funds for charitable organizations throughout Newfoundland and Labrador. Since its inception, the charitable foundation has donated over \$1 million for charities throughout Newfoundland and Labrador.

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