



FOR IMMEDIATE RELEASE

March 13, 2018

**Newfoundland and Labrador Credit Union (NLCU) Successfully Completes
"60 Acts of Kindness" in Celebration of 60 Years of Service**

[St. John's, NL]: NLCU launched its '60 Acts of Kindness' initiative province-wide on March 2, 2017, to commemorate 60 years of member service. The initiative challenged employee teams across the province to complete 60 Acts of Kindness in their communities by March 2nd, 2018. Since then, NLCU employees have successfully carried out 64 Acts of Kindness that supported 29 organizations, as well as several individual families and people in need across the province.

"It's moving to see how many people have been positively affected by NLCU's Acts of Kindness," NLCU CEO Allison Chaytor-Loveys explains. "The organizations we've assisted provide service and support to thousands of individuals, families, even animals. Our employees showed the same care and dedication in these Acts as they demonstrate daily when providing service to our members – it's truly an honour to work alongside such community-minded people."

One of NLCU's core values is a commitment to communities where employees live and work. Launching the 60 Acts of Kindness initiative as part of the credit union's anniversary celebration was a fitting affirmation of NLCU's commitment to the people of Newfoundland and Labrador.

"When we first conceived 60 Acts of Kindness, the intent was to continue the initiative for one year," says Chaytor-Loveys. "However, the initiative has been such an incredible experience for our employees and communities, we've decided to continue Acts of Kindness moving forward. For our 61st year, I have no doubt our team will complete 61 Acts of Kindness."

NLCU supports local community initiatives and organizations, many of which have helped sustain or improve important services and programs in communities. The credit union encourages employees to volunteer, which includes enabling employees to volunteer during work hours.

Newfoundland and Labrador Credit Union is a full-service financial institution, with over half a billion dollars in assets, and 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.

-30-

Media Contact:

Mr. Shannon Goodyear

Director, Marketing and Communications

(709) 758-8217

sgoodyear@nlcu.com