



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 17 marked the 71st 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.

As part of its festivities, NLCU Charitable Foundation (NLCU CFC) 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 1,300 votes and the 12 winning charities were announced throughout the week on NLCU CFC's Facebook page. Funds were generously donated by the NLCU Charitable Foundation.

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 warm and gently-used clothing for a clothing drive in aid of women and children's shelters and collection depots throughout the province.

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 celebration from Nairobi as she attends board and strategic planning meetings for the World Council of Credit Unions. "It just goes to show that one of the greatest attributes of any credit union is its ability to serve the needs of its local members while being part of a much greater thing – a global cooperative system."

Our celebrations this week are a true reflection of our core values, and the importance our employees place on community-giving. 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."

There are more than 89,000 credit unions globally that provide service to over 260 million people in 109 countries. The theme for this year's International Credit Union Day, "Local Service. Global Reach," is an appropriate reflection of what credit unions do best: helping their members and communities through expert financial services and advice as well as community giving and outreach.

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Winning Charities of NLCU CFC's Facebook Voting Contest

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

- Children's Wish Foundation Newfoundland and Labrador
- NL West SPCA
- Exploits Ground Search and Rescue Team
- Children's Wish Foundation Newfoundland and Labrador – Labrador Region
- Baccalieu Trail SPCA Inc.
- Beagle Paws Inc – In aid of Rescue Shelter (Goulds)
- Community Action Group for Adults and Developmental Disabilities Inc.
- Canadian Mental Health Association Newfoundland Division
- Newfound Riders Foundation
- Autism Society of Newfoundland and Labrador – Eastern Region
- Kids Eat Smart – in aid of Stephenville Middle School
- St. John's Women's Centre – in aid of Marguerite's Place

Acts of Kindness

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

- Visit to Ronald McDonald House
- Delivered meals to seniors in the community
- Delivered lunches to schools in partnership with Food for Thought
- Performed community clean ups
- Painted a room at CBS Family Resource Centre
- Volunteered and donated to breakfast programs at local schools
- Donated to Willow House
- Donated to local SPCAs
- Donated to the Single Parent Association
- Donated to local Food Banks

In addition, all NLCU branch and corporate office teams participated in a clothing drive for women and children's shelters and collection and depots.

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.

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