



FOR IMMEDIATE RELEASE

October 16, 2020

**International Credit Union Day celebrated all week
at Newfoundland and Labrador Credit Union**

(St. John's, NL): Thursday, October 15th marked the 72nd International Credit Union Day and celebrations have been in full swing all week at Newfoundland and Labrador Credit Union (NLCU).

Once again, NLCU partnered with the NLCU Charitable Foundation (NLCU CFC) to hold a charity-giving event on the NLCU CFC's Facebook page. NLCU members and the public were invited to vote for which local charities in each of NLCU's branch locations were to receive a \$1,000 donation, generously provided by the NLCU CFC. A total of \$12,000 was donated to 12 charities across the province (see list below).

In addition, NLCU employees performed a credit union-wide Act of Kindness – a Recycling Blitz during which they collected recyclables over several weeks and dropped them off to their local Green Depots during the week of International Credit Union Day. Funds earned from the recyclables will be donated to charities across the province through NLCU CFC.

NLCU celebrates International Credit Union Day alongside more than 85,000 fellow credit unions serving 274 million members in 118 countries. This year's theme – "Inspiring Hope for a Global Community" – speaks to how credit unions have continued to provide a high level of service to their members and demonstrated generosity to their local communities throughout this year's COVID-19 crisis.

Allison Chaytor-Loveys, CEO of NLCU, says "this day is special for everyone at the credit union. I'm truly grateful for our NLCU team, who really came together and pulled through the first months of this pandemic to make sure our members could still access our essential services in a safe manner. I'm also thankful to our members for entrusting us to work with them on discovering their paths to financial well-being."

NLCU's goal has always been to help their people and communities thrive. This year's theme for International Credit Union Day aptly reflects that longstanding commitment.

Winning Charities of NLCU CFC's Facebook Voting Contest

Each of the following charities will receive a \$1,000 donation from the NLCU Charitable Foundation:

1. Choices for Youth
2. Community Mental Health Initiative Inc.
3. The Royal Canadian Legion, Grand Falls (NFLD No 12) Branch Poppy Fund
4. Legion Hospital Telethon
5. U-Turn Drop In Center Corp.
6. Candlelighters Association NL (Camp Delight)
7. Gander Goodwill Centre
8. Single Parents Association of NL (Christmas Support Program)
9. Newfoundland and Labrador Knights of Columbus Charity Foundation
10. Kids Eat Smart Foundation NL (KES Clubs Central)
11. Bay St. George Sick Children's Foundation Inc.
12. Vera Perlin Society

About NLCU

Newfoundland and Labrador Credit Union is a full-service financial institution with over \$650 million dollars in assets and 12 branch locations province-wide. NLCU is dedicated to providing the most effective financial services and wise financial advice 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 raises funds for charitable organizations throughout Newfoundland and Labrador. Since its inception, the foundation has donated over \$1.3 million to charities throughout Newfoundland and Labrador.

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

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