

NLCU Charitable Foundation Launches Community Heroes 50/50 Draw

EMBARGOED until 12:01 AM NST on February 7, 2020

[ST. JOHN'S] The NLCU Charitable Foundation Corporation (NLCU CFC or "the Foundation") is thrilled to launch the Community Heroes 50/50 Draw, the first of its kind for NLCU CFC. The fundraising campaign is composed of two draws: the main Community Heroes 50/50 Draw and an Early Bird Bonus Draw, the latter of which is sponsored by Newfoundland and Labrador Credit Union (NLCU).

"This is an exciting addition to our Foundation's fundraising efforts," says NLCU CFC Chairperson Allison Chaytor-Loveys. "As committed volunteers of the NLCU CFC, employees of Newfoundland and Labrador Credit Union are champions in terms of supporting our Foundation in raising funds to help our people and communities thrive. The Community Heroes 50/50 Draw is an innovative, exciting approach that we believe will see even more money going to the people and the organizations who need it most."

For the inaugural fundraising campaign, the Foundation has chosen Kids Eat Smart Foundation Newfoundland and Labrador (KES) as the Charity of Choice. KES is a registered charity that works to ensure children throughout the province attend school well-nourished and ready to learn. Kids Eat Smart Foundation NL provides funding to run and support 257 Kids Eat Smart Clubs in schools and community centres. On an average school day, 6,200 volunteers serve over 31,000 meals to school aged children province wide. As a Charity of Choice for the Community Heroes 50/50 Draw, KES will receive a portion of the funds raised.

"The work that we do at Kids Eat Smart Newfoundland and Labrador would not be possible without the generous support of the community," said Celina Stoyles, Executive Director, Kids Eat Smart Newfoundland and Labrador. "With NLCU Charitable Foundation's unwavering support throughout the years, we have made valuable advances and continue to make strides to our services. We are thrilled to be recipients of the inaugural Community Heroes 50/50 Campaign as this will help ensure children receive breakfast at school, at no cost to families."

Draw tickets can be purchased online at <http://supportcommunityheroes.com/>. The website also specifies options for purchasing tickets by phone, by email, or in person.

Draw Dates

Early Bird Bonus Draw: \$3,000.00 cash.

- Prize sponsored by NLCU - Newfoundland and Labrador's largest credit union, operating 12 branches throughout the island and Labrador. Purchase deadline is Tuesday, March 17, at 11:59 p.m.

Community Heroes 50/50 Draw: All sales end 11:59 p.m., Tuesday, April 21, 2020.

- The drawing for this prize is Thursday, May 14, 2020, and takes place on Newfoundland and Labrador Credit Union's Facebook Live Stream Event. Actual draw location is NLCU's Corporate Office located at 240 Water Street, St. John's, Newfoundland and Labrador, A1C 1B7.

About NLCU Charitable Foundation

The NLCU Charitable Foundation Corporation (NLCU CFC), is a charitable organization that raises funds for charities in Newfoundland and Labrador. Proceeds from the Community Heroes 50/50 draw will continue to support this initiative, with proceeds being dispersed to local charities that help to strengthen and enrich our communities. Since its inception in 2002, the NLCU CFC has distributed approximately \$1.3 million of funds raised to over 200 charities across the island and Labrador.

Media Contact:

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