



FOR IMMEDIATE RELEASE

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NLCU celebrating 60th year with “60 Acts of Kindness”

(St. John's, NL): On March 2nd, 2017, Newfoundland and Labrador Credit Union (NLCU) turns 60. As part of the day's celebrations, NLCU announced the launch of “60 Acts of Kindness.” This organization-wide initiative will see employee teams across the province collectively complete 60 acts of kindness over the next 12 months, beginning with an organization-wide donation to local food banks.

“Choosing to celebrate NLCU's 60th year with 60 Acts of Kindness is very much in line with who we are as an organization,” explains Allison Chaytor-Loveys, Chief Executive Officer. “Credit unions have always been socially responsible, community-driven financial institutions. Committed, as we are, to serving the people and communities of our province, we think that NLCU's 60 Acts of Kindness is the perfect way to celebrate 60 years of exceptional service.”

With 12 branches and over 140 employees located in cities and communities across Newfoundland and Labrador, NLCU's 60 Acts of Kindness initiative will make an impression province-wide. Moments of kindness will be featured on the credit union's Facebook and Twitter accounts throughout the next 12 months.

Established in 1957, NLCU began as a small teachers' co-operative. Throughout its 60-year history, NLCU has introduced some innovative firsts in its industry, such as being the first financial institution in Newfoundland and Labrador to adopt a computerized banking system and offer a drive-thru teller service. Today NLCU is the largest credit union in Newfoundland and Labrador with more than \$571 million in assets, offering a full suite of financial services and serving more than 20,000 members.

Ms. Chaytor-Loveys credits NLCU's success to its members – who are its customers – as well as its employees and Board of Directors. “Together they have shaped NLCU's history of progress, innovation, and service. We are here, 60 years later, because of their loyalty, commitment, and support.

“NLCU is a credit union established by members, for members. We are proud of our history and we look forward to providing exceptional financial advice and service for many, many years to come.”

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