



FOR IMMEDIATE RELEASE

September 1, 2016

NLCU Charitable Foundation Corporation hosts 15th Annual Rod Benson Memorial Golf Tournament

St. John's, NL – The 15th Annual Rod Benson Memorial Golf Tournament took place at Clovelly golf course in St. John's on Wednesday, August 31, 2016. The tournament is one of the major annual fundraisers of the NLCU Charitable Foundation Corporation (the "Foundation" or NLCU CFC.) This year, the event raised over \$40,000.

Funds raised will support the great work of a variety of charities in this province, including this year's Charity of Choice: the Canadian Hard of Hearing, NL Division. The donations will help fund Canadian Hard of Hearing NL's Summer Camp for Hard of Hearing Children.

"The tremendous support we've received over the past 15 years from both the local and national business community has been instrumental in helping the Foundation reach its fundraising goals," said Allison Chaytor-Loveys, the Foundation's president and CEO of Newfoundland and Labrador Credit Union (NLCU). "The success of The Rod Benson Memorial Golf Tournament depends on the contributions from our community; we are honoured to be able to collaborate with so many great people and businesses to give back to our community and help people in need."

RONA sponsored both a \$10,000 and a \$25,000 hole-in-one contests and Johnson Insurance sponsored another hole-in-one contest for \$15,000 (\$10,000 for winner, \$5,000 for NLCU CFC) for participants lucky enough to sink a hole-in-one. Hickman Automotive Group also stepped up to donate a beautiful 2017 Fiat Spider for the lucky winner of our Car-In-One contest.

NLCU and CDL Holdings Limited have been Platinum Sponsors since the tournament's first year. RONA, a long-time supporter, participated as a Gold Sponsor for the 15th consecutive year. Silver Sponsors were The Co-operator's Group for the 8th year in a row and EC Boone for the 5th year and CUETS Financial was our Bronze Sponsor.

The charity golf tournament was inspired by Rod Benson, a NLCU employee who passed away suddenly at the age of 31. A man of kindness and generosity, Rod's co-workers decided to organize an event in his memory, choosing golf—one of Rod's favourite pastimes—as its focus. In the past 14 years, the Rod Benson Memorial Golf Tournament has raised over \$550,000 for provincial charities in honour of Rod's memory.

For further information regarding the tournament, or NLCU CFC please visit nlcu.com. To learn more about our Charity of Choice, please visit their website: www.chha-nl.ca.

-30-

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