



**FOR IMMEDIATE RELEASE**

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## **NLCU Charitable Foundation Corporation Walks in Support of The Newfoundland and Labrador Brain Injury Association**

[ST. JOHN'S] – On a brisk spring morning in Pippy Park over 100 volunteers from the Newfoundland and Labrador Credit Union Charitable Foundation Corporation (NLCU CFC) raised over \$23,000 as part of the organization's 14<sup>th</sup> Annual Walk-A-Thon. Walks were held at locations across the province on Sunday, June 4<sup>th</sup>, with all 12 of NLCU's branches represented. \$10,000 from the proceeds will support The Newfoundland and Labrador Brain Injury Association (NLBIA) in their delivery of the Subsidized Counseling Program.

Allison Chaytor-Loveys, Chairperson of the NLCU CFC and Chief Executive Officer of NLCU, was present at the St. John's metro walk and was delighted at the turnout. "There was an overabundance of enthusiasm and spirit from all those in attendance." Chaytor-Loveys shared. "The efforts of our wonderful employee team, their families and friends along with NLCU's Board of Directors and representatives from the Newfoundland and Labrador Brain Injury Association combined to make this year's Walk-A-Thon a resounding success."

NLBIA started in 1984 as an advocacy group to assist brain injury survivors. The Subsidized Counseling Program helps reduce barriers to community-based counselling for people with brain injuries, providing direct and subsidized access to private counselors and clinics.

Walk-A-Thon funds were raised from pledges, corporate donations and contributions through [Canadahelps.org](http://Canadahelps.org). "It's great to know that our efforts will support such an important and impactful program," Chaytor-Loveys explained. "NLBIA touches many lives in our province and to play even a small role in helping their mission is truly special."

### **About NLCU Charitable Foundation Corporate**

The NLCU CFC was established as a registered charity in 2002 by NLCU. Since its inception, the NLCU CFC has donated over \$1 million to charities throughout Newfoundland and Labrador. The NLCU CFC's vision is to be a visible leader in support of registered charities primarily in Newfoundland and Labrador that work to improve social programs and services in the areas of youth, education, health, arts, culture, and the environment. The NLCU CFC is 100% volunteer led and run, and NLCU employees are its driving force, raising funds on behalf of the CFC for distribution to other charities.

### **About Newfoundland and Labrador Credit Union**

Newfoundland and Labrador Credit Union is a full-service financial institution with over 20,000 members and over a half billion dollars in assets. As the largest credit union in Newfoundland and Labrador, NLCU has 12 locations province-wide.

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