



## NLCU marks 73<sup>rd</sup> International Credit Union Day in a Big Way

**St. John's, NL:** Thursday, October 21, 2021 marked the 73rd International Credit Union Day and NLCU – the largest credit union in this province – celebrated this special occasion in a big way.

NLCU partnered with the NLCU Charitable Foundation (the “Foundation”) to hold a Charities Donation Facebook Voting Contest. NLCU members and the public were invited to vote on which local charities in each of NLCU’s locations would receive a \$1,000 donation generously provided by the Foundation. A total of \$13,000 is being donated to 13 charities across the province.

As an Act of Kindness, NLCU’s 120 employees have been collecting donations in support of Coats for Kids. To date, they have collected 77 winter coats plus 137 winter accessories including hats, scarves, mitts, snow pants, and boots. Donation collections at branches end tomorrow.

“Social responsibility is a deeply-rooted core value that we all share at NLCU,” said the credit union’s CEO, Allison Chaytor-Loveys. “We couldn’t think of a better way to celebrate International Credit Union Day than by supporting charities that do so much for our people and communities.”

NLCU joined more than 86,000 credit unions worldwide in celebrating the 73rd International Credit Union Day. This year’s theme, “Building financial health for a brighter tomorrow,” represented the fulfillment of credit unions’ global mission: to improve lives through credit unions and other financial cooperatives. It speaks to how the COVID-19 pandemic continues to challenge the financial well-being of credit union members – and how credit unions are working with those members to help them rebuild their livelihoods.

### Celebrating Small Business Month with Loyal 2 Local initiative

Coinciding with NLCU’s International Credit Union Day celebrations is the credit union’s Loyal 2 Local initiative. NLCU provided its employees with funds to spend at locally owned small businesses throughout October, which is Small Business Month. It’s the second year that NLCU has held this initiative.

“Small businesses are the backbone of our economy and employ the most people in the private sector. They’ve had a tremendously difficult time of it since the pandemic hit. Everyone should buy local as often as possible,” said Chaytor-Loveys, adding, “When we buy local, we’re supporting our neighbours.”

### About NLCU

Established in 1957, Newfoundland and Labrador Credit Union (NLCU) provides a full suite of banking services to individuals and businesses in the province. The largest credit union in Newfoundland and Labrador, it operates 12 branches, including a NLCU Business Centre, and a Member Solutions Centre. NLCU employs approximately 120 people and serves more than 20,000 members. Website: [nlcu.com](http://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 \$1.5 million to charities. Website: [nlcucfc.com](http://nlcucfc.com).

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Photos available upon request.

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