



For Immediate Release

Celebrating ICU Day Across Alterna Savings

Toronto, ON (October 17, 2016) – Alterna Savings is celebrating International Credit Union Day (ICU Day) on Thursday October 20th, to commemorate credit unions' proud history and to promote awareness of the credit union difference. Alterna Savings will be hosting ICU Day parties across its branches in Ontario and members are invited to drop by for some sweet treats.

This year's ICU Day theme, "The Authentic Difference," recognizes what makes credit unions truly unique and honours the credit union movement's history and achievements. The ultimate goal is to raise awareness about the great work that credit unions are doing around the world. Coincidentally, it's also Co-op Week which celebrates the impact the co-operative movement has had globally as well as its continuing contributions to sustainable social and economic developments.

"We're very excited to celebrate the credit union and co-op models which have led to many positive social and economic changes," said Rob Paterson, President and CEO at Alterna Savings. "Many people don't know about the credit union history and the many firsts they introduced," Paterson continues. "Credit unions were the first to offer daily interest savings as well as full-service ABMs. They were also the first to open mortgages and equity lines of credit. In short, there's a lot to recognize and celebrate."

International Credit Union Day is sponsored by the World Council of Credit Unions, the International Trade Association and Development Agency for credit unions, as well as numerous national credit union trade associations and federations around the world.

For more information on ICU Day, please visit woccu.org.

About Alterna Savings

For more than 100 years, Alterna Savings and Credit Union Limited has been charting new directions to help Ontarians achieve their financial dreams and build strong, vibrant communities. The first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 100,000 members. Holding over \$4 billion in assets under administration, we offer a full suite of financial services online, by phone, by mobile and through a network of 26 branches across Ontario, including our partner Peterborough Community Savings, a division Alterna Savings and Credit Union Ltd. Our sister company, Alterna Bank, operates across Canada. Alterna Savings members also have access to the 2nd largest surcharge-free ATM network in Canada with THE EXCHANGE[®] Network. For more information about Alterna Savings please visit alterna.ca.

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