



This is a collective press release in cooperation with 17 Canadian Credit Unions:

Affinity, Alterna Savings, Assiniboine, Cambrian, Coast Capital Savings, Connect First, Conexus, FirstOntario, First West, Libro, Meridian, Prospera, Servus, Steinbach, UNI Financial, Vancity and Westminster Savings credit unions

Canada's largest credit unions rally to provide the Red Cross with \$150,000 in national flood support.

May 13, 2017 (Toronto, ON) – 17 Canadian credit unions have collectively responded to the needs of Canadians in crisis due to record breaking spring flooding and have rallied to donate \$150,000 to the Red Cross.

At a meeting in Halifax with some of Canada's largest credit unions, Rob Paterson, President and CEO of Alterna, was asked about the situation in the Ottawa/Gatineau region.

"As soon as the extent of the flooding was mentioned, the outpouring of support from the credit union leaders around the table was overwhelming. Within minutes, everyone pledged to support the Red Cross spring flood relief efforts across Canada," said Paterson

17 credit unions confirmed their commitment to support the Red Cross. As of noon today, Affinity, Alterna, Assiniboine, Cambrian, Coast Capital Savings, Connect First, Conexus, FirstOntario, First West, Libro, Meridian, Prospera, Servus, Steinbach, UNI Financial, Vancity and Westminster Savings credit unions had confirmed their contributions, totalling \$150,000.

"Canadian Red Cross volunteers are responding to flooding in several provinces across the country," said Conrad Sauvé, President and CEO, Canadian Red Cross. "The generosity of Canadian credit unions will help us as we continue to support the needs of the most affected individuals and communities."

Canada's credit unions are consistently among the fastest to respond to natural disaster relief, like the fires in Fort McMurray, Alberta last year. Credit union culture is shaped by seven internationally agreed upon cooperative principles, and this is a great example of several of those principles at work for their communities.

The Red Cross has launched an appeal for financial donations to help Canadian individuals, families and communities affected by flooding in several provinces across Canada. Thousands of people have been forced from their homes as the situation continues to unfold across the country. Red Cross is providing a variety of services based on the need in each region, such as food, clothing, shelter and essential supplies.

How Canadians can help

Canadians wishing to help are encouraged to make a donation to the *Spring Floods Appeal* in one of the following ways:

- online at www.redcross.ca
- by calling the Canadian Red Cross 1-800-418-1111

For more custom quotes please reach out to any of the contributing credit unions:

Credit Union	About Us link	Media Contact
Affinity Credit Union	https://www.affinitycu.ca/Pages/default.aspx	Myrna Hewitt, EVP Marketing & Community, Affinity Credit Union Email: Myrna.Hewitt@affinitycu.ca
Alterna Savings	https://www.alterna.ca/	Alison Boughey – Communications Manager, Alterna Savings M: 343.998.2860 Email: Alison.Boughey@alterna.ca
Assiniboine Credit Union	https://www.assiniboine.mb.ca/	Dean Beleyowski Assiniboine Credit Union T: 204-258-3506 Email: dbeleyowski@assiniboine.mb.ca
Cambrian Credit Union	http://www.cambrian.mb.ca/	Kim Wentz, Vice-President, Marketing & Communications T: 204-925-2607 E: kwentz@cambrian.mb.ca
Coast Capital Savings	https://www.coastcapitalsavings.com/	Erin McKinley - Manager, Communications and Media Relations, Coast Capital Savings M: 604.836.6924 E: Erin.McKinley@coastcapitalsavings.com
Connect First Credit Union	https://www.connectfirstcu.com/	Alison Archambault Director, Brand and Stakeholder Engagement Ph: (403) 736-4015 Cell: (403) 473-3676 Email: aarchambault@connectfirstcu.com
Conexus Credit Union	https://www.conexus.ca/	Janelle Lindsey - Manager, Enterprise Communications Conexus Credit Union Phone: 306-780-0171 Cell: 306-527-9673 Email: janelle.lindsey@conexus.ca
FirstOntario Credit Union	https://www.firstontariocu.com/Personal/	Stacey Marshall, FirstOntario Credit Union P: 905-387-2133 mediarelations@firstwestcu.ca E: Stacey.Marshall@firstontario.com
First West Credit Union	http://www.firstwestcu.ca/about-us	Jason Brown Manager, Media Relations Tel: 604-539-7415 Cell: 604-319-1211 Email: mediarelations@firstwestcu.ca
Libro Credit Union	https://www.libro.ca/	Mike Donachie, Communications Manager Mike.donachie@libro.ca 226-926-4068
Meridian Credit Union	https://www.meridiancu.ca/	Diane Medeiros Manager, Media and Stakeholder Relations Telephone: 416-597-4444 ext. 2667 Email: diane.medeiros@meridiancu.ca
Prospera Credit Union	https://www.prospera.ca/OnlineBanking/	Tashon Ziara, Manager, Communications, Prospera Office: 604-864-6667 Cell: 604-308-3982 email: tziara@prospera.ca
Servus Credit Union	https://www.servus.ca/about-servus/news/media-centre/Pages/default.aspx	Michael Dickinson, Director, Corporate Communications, Servus Credit Union T 780.638.8012 C 780.910.8712 Michael.Dickinson@servus.ca

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Steinbach Credit Union	https://www.scu.mb.ca/	Celina Philpot EVP, Member Engagement and Branding Phone: 204-346-9229 cphilpot@scu.mb.ca
UNI Financial Cooperation	https://www.uni.ca/en/	Mario Griffin, Communications and Public Relations Consultant UNI Financial Cooperation Phone: 506 726-4785 Cell: 506 724-0078 mario.griffin@acadie.com
Vancity Credit Union	https://www.vancity.com/	Communications mediarelations@vancity.com
Westminster Savings	https://www.wscu.com/Personal/AboutUs/	Cathryn Tucker, Manager, Corporate and Internal Communications 604-519-4210 Email: ctucker@wscu.com

About the Canadian Red Cross: www.redcross.ca

Lead media contact:

Alison Boughey – Communications Manager
 Alterna Savings
 P: 613.560.0150 ext. 6988
 C: 343.998.2860
 E: Alison.Boughey@alterna.ca