

**Newfoundland and Labrador Credit Union
named the First Place Winner of a CSR Award in Atlantic Canada
by Atlantic Business magazine**

NLCU was named the First Place winner of a CSR award in the Human Resources category and the Philanthropy/Community Outreach category for organizations with 101 to 500 employees. This is not just a provincial award, but a regional Atlantic Canada-wide award. In addition, NLCU is the only organization on this year's list to win two First Place awards.

Newfoundland and Labrador Credit Union Receives a \$10,000 donation for Empowering Our Communities

May 10, 2012 - Newfoundland and Labrador Credit Union (NLCU) is one of 18 credit unions across Canada to receive a \$10,000 donation from Concentra Financial, in recognition of our partnership with SIFE Memorial's Financial and Entrepreneurial Youth Initiative (FYI). The FYI program focuses on educating high school and post-secondary students on personal financial literacy, entrepreneurship and professional development.

"NLCU is very proud to receive this donation in recognition of our commitment to empowering our communities," said Allison Chaytor-Loveys, Chief Executive Officer of Newfoundland and Labrador Credit Union. "It is a testament to the strength of our team and our passion to support the communities in which we live."

"Over the last three years SIFE Memorial has been delighted to partner with NLCU on the FYI program and together have been able to develop and deliver an exceptional program that will have a long lasting impact on the youth of this province," said Lynn Morrissey, Faculty Advisor of SIFE Memorial.

In mid-March, credit unions from across the country were asked to compete for \$180,000 in donations by submitting entries for a local project that is being led or championed by their credit union. The criterion was that it must embody the shared co-operative values and demonstrate credit union leadership within the community.

"We were overwhelmed with the variety of projects our partner credit unions are endorsing," says Mary Beckett, Chief Governance Officer. "We're proud to support each of the selected initiatives."

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