

## **Newfoundland and Labrador Credit Union Achieves National Industry “First”**

**St. John’s, NL** . Newfoundland and Labrador Credit Union (NLCU) has set a new level of service excellence in Canada’s financial services sector by offering living and death benefits directly from its branches- a distinct marketplace advantage previously enjoyed by the insurance industry.

After years of lobbying and planning, NLCU is now able to offer living and death benefits directly from its branch floors . making NLCU the first financial institution in Canada able to do so. It’s an accomplishment that we are very excited about and proud of,+ says Allison Chaytor-Loveys, Chief Executive Officer of NLCU.

After years of considerable lobbying efforts by NLCU, with industry support from Credit Union Deposit Guarantee Corporation and Central Alliance for Newfoundland and Labrador Credit Unions, Bill 11- *The Credit Union Act and Regulations, 2009*- was proclaimed into law, for the first time enabling credit unions in Newfoundland and Labrador to offer living and death benefits directly from branches. With this ability, NLCU has created, in essence, one-stop shopping for its owners, who are its customers.

In addition to the immediate benefit of convenient and comprehensive service to our more than 21,000 NLCU owners- this innovation has created a national precedent that is now being looked at very closely in other provinces and territories right across the country. It highlights NLCU as an innovative force on the national stage,+says Chaytor-Loveys.

Innovation in the credit union system is a long-standing tradition influenced and inspired by the people it serves. NLCU is constantly improving its award-winning service and developing new and innovative products that will help ensure its owners achieve financial success. Being the first in the nation to offer living and death benefits directly from branches is just another example of NLCU living up to that vision to be the superior provider of the ideal financial service experience.+

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

Newfoundland and Labrador Credit Union (NLCU) is a full-service financial institution with over 21,000 owners and over \$463 million in assets. As the largest credit union in Atlantic Canada, NLCU has 13 locations province-wide with financial services ranging from chequing and savings accounts, loans, mortgages, commercial services, RRSPs, RESPs, investment, retirement planning, wealth management, income tax services, online brokerage, online banking and more. NLCU is dedicated to providing the most effective financial services and wise financial guidance to empower our owners to make the best financial decisions.

For more information on NLCU, visit <http://www.nlcu.com/>.

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