



# NLCU

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## **Newfoundland and Labrador Credit Union (NLCU) Takes Home 1 AIME and Two AIM Awards at 2019 AIME Awards**

[St. John's] – Newfoundland and Labrador Credit Union (NLCU) was honored to take home three awards at the 2019 Achievement in Marketing Excellence (AIME) Awards Gala on May 6 in Winnipeg, MB. The AIME Awards recognize Canadian credit unions with the best and the brightest achievements in marketing, advertising and communications.

NLCU won an Achievement in Marketing Excellence (AIME) award for the “2% is for milk, not mortgages” campaign in the *Radio* category. Additionally, NLCU received AIM awards in the *Public & Community Relations* category for the 2018 International Credit Union Day celebrations and in the *Radio* category for the “Don’t Half Retire” campaign.

Allison Chaytor-Loveys, NLCU’s CEO and Glenn Bolger, COO were on hand to accept the three awards. “It’s always a pleasure to see NLCU’s marketing efforts highlighted among the best and brightest in the financial industry,” says Ms. Chaytor-Loveys. “There’s no surprise that for many consecutive years now our Marketing and Communications team get the well-deserved recognition for their ability to produce expert marketing strategies – we’re extremely proud of the work they do.”

NLCU’s “2% is for milk, not mortgages” radio ad was developed to promote NLCU as an alternative financial institution for members and non-members who were sourcing their mortgages. As a provincially regulated financial institution, NLCU was immune to these changes, and thus sought to create an advertisement to inform consumers that there was a better option. The winning International Credit Union Day community initiative was developed to show appreciation of their members and increase their community impact. These additions included draws for a \$100 prize at each branch, a series of donations to local charities, branch teams performing Acts of Kindness for their local communities, and an organization-wide book drive supporting local libraries, schools, and charitable organizations. The “Don’t Half Retire” radio ads were designed to attract members and non-members who were concerned about their retirement planning or who did not have a complete retirement plan in place.

The 2019 Achievements in Marketing Excellence (AIME) Awards, given out by Canadian Credit Union Association (CCUA) showcase the most impressive, effective, and creative marketing and communications campaigns seen in the credit union system.

Newfoundland and Labrador Credit Union is a full-service financial institution with over 20,000 members and over a half billion dollars in assets. As the largest credit union in Newfoundland and Labrador, NLCU has 12 locations province-wide.

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### **Media Contact:**

Shannon Goodyear  
Director, Marketing and Communications  
709-758-8217  
[sgoodyear@nlcu.com](mailto:sgoodyear@nlcu.com)