



Annual Walk-A-Thon surpasses fundraising goal

FOR IMMEDIATE RELEASE

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[ST. JOHN'S, NL] – The 18th Annual Walk-A-Thon of the NLCU Charitable Foundation (the “Foundation”) was held as a virtual walk for the second year in a row, raising over \$28,000 and exceeding its original fundraising goal of \$25,000. The walk-a-thon was held between May 30 and June 6, with fundraising efforts concluding a week later.

Allison Chaytor-Loveys, Chairperson of the Foundation and CEO of Newfoundland and Labrador Credit Union (NLCU), is delighted with the outcome. “Once again, Newfoundlanders and Labradorians have shown the depths of their generosity in their support of this event. It’s wonderful that we were able to raise more than we’d hoped for, as these funds go towards supporting local charities that do some great work in our communities.”

To maintain physical distancing and other health and safety protocols, Walk-A-Thon participants were encouraged to walk alone or with their bubble mates at whichever locations and at whatever distances they preferred. To make it virtual, photos taken during their walks were shared on social media using the hashtag #NLCUCFCVirtualWalkathon.

Chaytor-Loveys praises the work of the walk-a-thon’s volunteers, the vast majority of whom are NLCU employees. “As they do each year, our volunteers did a tremendous job raising awareness and securing pledges. They are the backbone of our Foundation.”

Every year a different charity is chosen to receive a significant portion of the funds raised at the Annual Walk-A-Thon. This year’s charity of choice, the Canadian Red Cross, is to receive \$10,000. “Those funds will go towards the Canadian Red Cross’ Health Equipment Loan Program (HELP), which provides short-term loans of mobility aids and health equipment for free,” says Chaytor-Loveys, adding that “just last year, more than 6,000 pieces of equipment were loaned to people in need.”

The remaining proceeds of the Annual Walk-A-Thon will be distributed to other charities throughout the year.

To learn more about the NLCU Charitable Foundation, visit nlcucfc.com.

About NLCU Charitable Foundation

The NLCU Charitable Foundation was established as a registered charity in 2002 by Newfoundland and Labrador Credit Union (NLCU). Since its inception, the Foundation has donated more than \$1.4 million to charities throughout Newfoundland and Labrador. The Foundation’s vision is to be a visible leader in support of registered charities that work to improve social programs and services in the areas of youth, education, health, arts, culture, and the environment. The Foundation is 100% volunteer led and run, and NLCU employees are its driving force, raising funds on behalf of the Foundation for distribution to other charities.

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