



FOR IMMEDIATE RELEASE
October 9, 2019

**Eagle River Credit Union to Observe International Credit Union Day
with Random Acts of Kindness**

International Credit Union (ICU) Day is celebrated annually on the third Thursday in October. This year's observance, on October 17, is held under the theme *Celebrating the credit union difference for over 100 years*. The theme recognizes the cooperative model by shining light on the industry's support for the social and economic initiatives at the local, national and international level.

On ICU Day and throughout the week credit unions reflect upon their history and achievements both locally and internationally. The international credit union movement spans across six continents, 89,000 Credit Unions, and has over 230 million members in 117 countries. Eagle River Credit Union is a full-service financial institution that has been in existence in Newfoundland and Labrador for 35 years. Since its inception in 1984, Eagle River Credit Union has grown to become the second largest credit union in the province with 6 branches, 9,475 members and an asset base of over \$159 Million.

Credit unions are member-owned, not-for-profit financial cooperatives that provide savings, credit and other financial services to their members. The member-ownership structure of credit unions is designed to serve member needs in the best way possible. There is a real commitment to providing members with the skills and information they need to help realize their financial goals. In addition to providing members with the opportunity to own their financial institution, credit unions help members create opportunities such as starting a small business, building a family home, educating their children, and ensuring financial security in their retirement years.

This year, to commemorate 35 years of Eagle River Credit Union, team members from our six branches as well as the corporate team have set a goal to complete 35 random acts of kindness during International Credit Union Week, October 14-18. From pitching in with community clean-up activities, to helping neighbours, to volunteering for various causes and organizations, our credit union staff will be giving back to our communities throughout the week.

Eagle River Credit Union takes this opportunity to thank all members, current and past volunteer board members and staff for the contribution that they have made to the successes of the Credit Union and the local movement. Happy Credit Union Day to all cooperators!

For further information, please contact:
Nora Fever, Manager of Marketing and Community Relations
709-635-4024 | nfever@ercu.ca

www.eaglerivercu.com

8 Branch Rd PO Box 29
L'Anse au Loup, NL A0K 3L0

Tel: (709) 927-5524
Fax: (709) 927-5018