



Press Release – December 7, 2018

Eagle River Credit Union's Cooperative Social Responsibility (CSR) Program - GROW, supports charities and non-profit organizations that help make communities better, stronger, and more vibrant places to live, work, and do business. This year the credit union has implemented a new CSR initiative - *Warm Coats for Kids Program* aimed at ensuring children in need receive a brand-new winter coat.

Alvina O'Brien, CEO explains, *"Our Warm Coats for Kids Program is intended to provide more than a warm coat for a child. When families are struggling financially, necessities like warm winter clothing can be hard to come by as food, shelter, heat and medical costs take priority. Children living under these circumstances are familiar to receiving second-hand clothing. By providing a new coat, especially around the holidays, a child is not only provided with warmth, but also a boost in confidence, inclusion and self-worth."*

To launch the program, Eagle River Credit Union partnered with six non-profit organizations across the region: the Salvation Army (Deer Lake), the Northern Peninsula Family Resource Centre (St. Anthony), the Kids First Family Resource Centre (Port Saunders), the Southern Labrador Family Centre (Mary's Harbour), the Community Youth Network (L'Anse au Loup), and the Salvation Army (Happy Valley-Goose Bay). These organizations provided their "wish list" for coats for children in need in their local area. *"We are so very happy to report that we were able to meet the needs put forth by these worthy organizations by providing a total of 188 new winter coats this year. The ongoing patronage of our loyal membership, and the support and dedication of our Board and employees allows us to continue to make positive social impacts in our communities"* says Alvina.

The purchase of warm winter coats for children is just one of the ways Eagle River Credit Union continues to give back to local communities.

For more information on Eagle River Credit Union's Cooperative Social Responsibility Programs please contact Lynn Hunter-Murphy at lhuntermurphy@ercu.ca.

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