

November 24th, 2009
Press Release for Immediate Release

2009 Central 1 INNOVATION AWARD Runner-Up

Nelson & District Credit Union (NDCU) was recently honoured as a Runner-Up for its 100 Mile Mortgage initiative in the 2009 INNOVATION AWARDS (Service Category) hosted by Central 1 Credit Union in Vancouver, the umbrella organization for B.C. and Ontario credit unions.

As the practice of globalization and international trade faces unprecedented challenges, the conversation with and education of members and community about doing business locally is collecting more supporters. With this came the launch of Nelson & District Credit Union's (NDCU) 100 Mile Mortgage campaign, www.100milemortgage.com.

The Credit Union's emphasis is on increasing local connectivity and maximizing inward investment. Along with the other proponents of 100 mile theory, NDCU added its voice with the launch the 100 Mile Mortgage in order to help build a stronger local community by *Keeping Interest Local*.

Tom Atkins, Manager-Marketing and Relationship Development, states that, "The recognition given by the Innovation Awards to NDCU further demonstrates our Credit Union's commitment to providing superior service to its members. We pride ourselves on being a member of the community that actively supports many community initiatives. With over \$2 million in financial support over the past 10 years, much of this support is due to the commitment members give the credit union through deposits and loans.

The annual Central 1 INNOVATION AWARDS PROGRAM recognizes the numerous innovation leaders found within all sizes of B.C. and Ontario credit unions and their subsidiaries and alliances. A panel of three independent judges, drawn from the financial and business community evaluated the submissions.

Nelson & District Credit Union was established in 1950, with \$158 million in assets, 3 community branches and serves over 12,000 members throughout the West Kootenay region. NDCU is a community based financial co-operative which offers a full range of banking and financial services. Our branches are located in Nelson, Rossland and Crawford Bay. Please visit www.nelsoncu.com for further details.

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About Central 1: With \$9.5 billion in assets, Central 1 Credit Union is the central liquidity management facility and trade association for its nearly 200 member credit unions in B.C. and Ontario. From offices in Vancouver, B.C., and Mississauga, Ont., more than 500 employees provide a wide range of services, including liquidity management, payments settlement, Internet financial services and trade association functions.

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www.100mileinvestments.com

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www.100milemortgage.com