

May 27, 2010

For Immediate Release

## What Moves You?

Grease that bicycle chain, dig into your pockets for bus fare or knock the dust off those walking shoes because there is a challenge brewing.

The Commuter Challenge starts on May 30<sup>th</sup> challenging people to reduce their carbon footprint to and from work. This is a national event that is growing in popularity.

Nelson & District Credit Union (NDCU) is challenging all Credit Unions to leave those car-keys at home and find alternative transportation next week.

Lois Anderson, systems security clerk and member of NDCU's Wellness Team explains, "In rural communities such as Nelson, we don't have the public transportation systems that you'd find in Vancouver, so we have to be more resourceful in finding alternative transportation. Our measure of success is getting as many employees as possible involved in a healthier commute. We want to encourage other Credit Unions to do the same."

The benefits of reducing carbon emissions aren't just limited to the environment. Even moderate exercise has tremendous health paybacks, work productivity improves and costs on group insurance plans decrease. Social interaction through carpooling or public transit is yet another reason to become creative with your travel – you may even find a new friend.

"Credit Unions have a history of retaining more socially responsible staff," Anderson adds. "This is yet another way to practise what we preach with a friendly challenge among cooperatives".

To register or for more information, visit: [www.commuterchallenge.ca](http://www.commuterchallenge.ca)

Nelson & District Credit Union is a community based financial organization with an asset size of over \$160 million and three branches in Nelson, Rossland and on the East Shore. The Wellness Team's mission is to facilitate initiatives that help their colleagues achieve better personal wellness. These initiatives are diverse, flexible & responsive. They offer challenges and incentives, while being fun, inclusive and supportive.

- 30 -

Lois Anderson  
Systems Security Clerk  
Nelson & District Credit Union  
250-352-7207 x 2245

Bradley Roulston  
Certified Financial Planner  
Nelson & District Credit Union  
250-352-7207 x 2255

