

**Credit Union's are the Authentic Difference - International Credit Union Day, Thursday
October 20, 2016**

October 11, 2016 - For Immediate Release

NELSON, B.C. —*Nelson & District Credit Union to celebrate what makes it truly unique*

On Thursday, October 20, 2016, credit unions and credit union members around the world will celebrate International Credit Union Day, an annual event to commemorate the credit union movement's impact and achievements globally, nationally and locally, in our communities. This year's theme, "The Authentic Difference," celebrates what makes credit unions stand out. Credit unions are recognized as a force for positive economic and social change and have provided significant value in both developed and emerging nations.

"It is time for people to give more thought to where they bank because it does make a difference," says Tom Atkins, Manager of Marketing and Relationship Development at NDCU. "Nelson & District Credit Union is a part of, not apart from, our communities and we know that local matters. We encourage the community to come learn more about being part of something different on International Credit Union Day."

Nelson & District Credit Union's connection to the credit union and co-op system is well established. Collaboration within the Kootenays has strengthened the regional economy through partnerships of shared values that are rooted in our communities and not guided by profits. Help celebrate a movement that concerns itself with the financial success of all people.

International Credit Union Day is sponsored by World Council of Credit Unions, the international trade association and development agency for credit unions and Canadian Credit Union Association, the Canadian national trade association for credit unions. In honour of this special day, NDCU invites its members and the community to our branches to help recognize how unique credit unions are.

In Canada, Co-op Week is celebrated to coincide with International Credit Union Day, which is marked annually on the third Thursday of October. This year, the Co-op Week of celebration will take place between October 16-22, 2016, the theme is "Our Co-op Advantages". This celebration is an opportunity for members to help celebrate the positive impacts that credit unions and co-ops make in their communities.

Members and future members are encouraged to stop by one of NDCU's three community branches on Thursday, October 20 to enjoy the festivities in Nelson, Rossland and on the East Shore.

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About Nelson & District Credit Union

NDCU was established in 1950 and has grown to over \$196 million in assets and serves close to 9,500 members throughout the West Kootenay. NDCU is a community based financial co-operative that offers a full range of banking, financial planning (NDCU MoneyWorks) and general insurance (KIS Ltd) services. Our three community branches are located in Nelson, Rossland and Crawford Bay. To learn more, please visit www.nelsoncu.com.

For more information, contact:

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East Shore Community Branch

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