

Media Release – Embrace Local

For Immediate Release: June 9, 2020

Nelson, BC – Shop, Eat, Stay, Bank, Embrace Local.

As a Credit Union and a community, helping is at our heart. These days the NDCU family sees an important need to support NDCU’s small business members, and local businesses, to ensure they thrive during these unprecedented times. Being an active part of our communities keeps us economically vibrant and healthy.

We are encouraging our NDCU small business members to post the **Embrace Local** decal on their storefront windows, work vehicles or wherever they feel NDCU and community members can see it. By making the community aware that Credit Union members are open for business can create more impact for the community they serve.

At NDCU, we understand that many of our members are facing challenging times right now. Members helping members, community helping community, is the best way our Credit Union can help keep local businesses viable during this COVID era.

NDCU sees it as a great opportunity to ensure we are doing our best to achieve our Mission of “Enriching Lives Locally.”

Local businesses create 4.6 X more impact and recirculate \$63 out of every \$100 back into the local economy*. At NDCU, we want to help improve that statistic.

Keep an eye out for this decal and ***Embrace Local!***



Members helping Members

Nelson & District
CREDIT UNION  *Logically. Locally.*

**Civic Economics Indie Impact Study: A Comparartive Survey for LOCO BC, 2019*

Embrace Local



NDCU employee Brenda Jones visits Tanya Finley, Finley's Bar & Grill, and Matt Devito, Vince Devito Shoes, to present their Embrace Local decals.

About Nelson & District Credit Union

Nelson & District Credit Union was established in 1950 and has grown to \$240 million in assets; it serves members throughout the Kootenay area. 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 the East Shore. Please visit us online at www.nelsoncu.com.

For further information contact:

Tom Atkins
Senior Manager – Member Experience
t. 877.352.7207
e. tatkins@nelsoncu.com