



News Advisory
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For Release

**CELEBRATE INTERNATIONAL CREDIT UNION DAY
WITH WINDSOR FAMILY CREDIT UNION (WFCU) – THURSDAY, OCTOBER 18TH, 2012**

WINDSOR, ON – On Thursday, October 18th, 2012, Windsor Family Credit Union (WFCU) will proudly join credit unions around the world in celebration of **International Credit Union Day**, an event to commemorate the credit union impact and achievements. More importantly, this day will recognize how credit unions provide their members with unique and personal service in conjunction with the highest quality products.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions' proud history and promote awareness and support for the credit union difference. This year's theme, "Members Matter Most," celebrates the important economic and social contributions credit unions make to their respective communities worldwide.

Canadian credit unions have another reason to celebrate this year after Canadians ranked credit unions first in overall *Customer Service Excellence* among all other Canadian financial institutions for an eighth consecutive year in the 2012 Ipsos Best Banking Awards. Credit unions also received honours in two additional categories: *Branch Service Excellence*, for the eighth consecutive year, and *Values My Business*, for the fifth consecutive year. In addition, credit unions were tied in first place for *Financial Planning & Advice* and *Telephone Banking Excellence*.

The credit union difference begins with a member who has the opportunity to directly influence how their financial institution is run. As a member, you are an owner with a voice that can make a difference. In addition, members have the ability to see what steps their credit union takes to

ensure that they are continually committed to their community. Credit union customer service is second to none.

In honour of International Credit Union Day and the *Customer Service Excellence* ranking, WFCU welcomes members and the whole community to celebrate. **Join us in celebrating this special day with refreshments, cake and prizes at all six (6) WFCU retail locations in Windsor and Essex County on Thursday, October 18th.**

Together we can celebrate the continued impact and support credit unions make in our communities and across the world.

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About the Ipsos Customer Service Index (CSI) – Launched in 1987, the Ipsos Customer Service Index (CSI) quarterly survey generates the winners of the annual Best Banking Awards. The Ipsos Best Banking Awards are based on quarterly CSI results. Sample size for the total 2012 CSI program year ended August 2012 was 43,202 completed surveys yielding 63,750 financial institution ratings.

About Windsor Family Credit Union (WFCU)
Financials as of August, 2012

WFCU has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now has \$1.4 billion in Managed Assets and Member Service Totals of \$2.1 billion. WFCU is the seventh largest in

Ontario operating six (6) retail locations and serving 31,000 members including 28,000 Personal members in 15,200 households, 1,500 Businesses and 1,300 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$69.9 million and represents 7.62% of total assets and 13.12% of risk weighted assets. These ratios are substantially above regulatory standards of 4% and 8% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$14 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo and is one of only 100 companies in Canada to do so. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their on-going contributions. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider. Aug -12