



Media Advisory
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For Release

**CELEBRATE INTERNATIONAL CREDIT UNION DAY WITH
WINDSOR FAMILY CREDIT UNION (WFCU) – Thursday October 16, 2014**

WINDSOR, ON — On Thursday October 16, 2014, credit union members around the world will celebrate International Credit Union Day (ICU Day), an annual event to commemorate the credit union movement's impact and achievements.

Credit unions provide an effective and viable alternative to other major financial institutions for nearly 208 million members in 103 countries worldwide. Worldwide, 57,000 credit unions exist to serve their members, providing a safe place to save money and access affordable loans.

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 of and support for the credit union difference. This year's theme, "Local Service. Global Good," emphasizes credit unions' positive impact in their communities and around the world.

Credit unions are recognized as a force for positive economic and social change and have provided significant value in both developed and emerging nations. International Credit Union Day is sponsored by World Council of Credit Unions, the international trade association and development agency for credit unions, as well as numerous national credit union trade associations and federations around the world.

On October 16, credit unions will share their activities with the global community on Twitter, Facebook, LinkedIn, YouTube using #ICUDay.

In honour of ICU Day, Windsor Family Credit Union (WFCU) welcomes credit union members and the whole community to celebrate. Join us, on Thursday October 16, 2014

to celebrate this special day with refreshments and cupcakes at all nine (9) WFCU retail locations in Windsor and Essex County.

Amherstburg • 322 Sandwich Street South
Central Windsor • 2800 Tecumseh Road East
Downtown Windsor • 300 Ouellette Avenue, Suite 200, Windsor
LaSalle • 5932 Malden Road
Leamington • 318 Erie Street South
Riverside • 1100 Lauzon Road
South Windsor • 3077 Dougall Avenue
Tecumseh • 1695 Manning Road
University of Windsor • 2455 Wyandotte Street West

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

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ABOUT WINDSOR FAMILY CREDIT UNION

Windsor Family Credit Union (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 \$1.8 billion in Managed Assets and Member Service Totals of \$2.6 billion. WFCU is the sixth largest in Ontario operating nine retail locations and serving 33,000 members including 30,000 Personal members in 15,900 households, 1,900 Businesses and 1,400 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 \$93.2 million and represents 8.4% of total assets and 13.9% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% 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 \$12.4 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. 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 Program. 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 multiyear ranking as one of the Best Workplaces in Canada. A Gord Smith Healthy Workplace Award recipient, WFCU is committed to promoting the importance of health and well-being among its employees.

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.

Financial data at August 2014.