



News Release
October 30, 2012

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For Release

Windsor Family Credit Union (WFCU) Promotes Fire Safety

WINDSOR, ON – Starting Tuesday October 30th, Windsor Family Credit Union (WFCU) will once again facilitate our “Change Your Clock, Change Your Battery” initiative in our retail locations in partnership with Windsor, Tecumseh, LaSalle and Leamington Fire and Rescue Services. This program received the 2008 Fire Safety Partner Award by the Fire Marshal’s Public Fire Safety Council. The award recognized WFCU for its initiatives to increase fire safety awareness throughout Windsor and Essex County.

Twice a year, fire fighters are invited to WFCU to answer questions and distribute batteries and fire safety information to members.

WFCU is proud to organize this initiative through our Community Outreach programs to ensure residents have changed the batteries in their smoke alarms and bring fire prevention awareness to the communities we serve.

“Working with local Fire and Rescue Services reminds us (WFCU) and the community of the importance of fire prevention and safety,” acknowledged Marty Komsa, WFCU President and Chief Executive Officer.

WFCU Members can participate in our “Change your Clock, Change your Battery” program during the following times:

Tuesday, October 30, 2012	9:30-12:00 –1695 Manning Road, Tecumseh 2:00-4:00 – 318 Erie Street South, Leamington
Wednesday, October 31, 2012	9:30-12:00- 1100 Lauzon Road, Windsor 1:30-4:00- 5932 Malden Road. LaSalle
Thursday, November 1, 2012	9:30-12:00- 3077 Dougall Avenue, Windsor 1:30-4:00 - 2800 Tecumseh Road E., Windsor

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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 fulfillment 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