

FOR IMMEDIATE RELEASE

Valley Credit Union Makes \$20,000 Donation to Coldest Night of the Year

February 22, 2021, Waterville, NS – Valley Credit Union staff collected \$15,000 in donations for Coldest Night of the Year, Annapolis Valley! That is more than double their initial target!



The staff started fundraising in the fall. In addition to collecting donations in-branch they sold snowflake cookies provided by Fresh From The Oven in Greenwood and sold tickets for two different prize draws; one for a Christmas gift card tree and one for two Nova Scotia themed signs, one donated by Valley Flowers and Crafts and the other donated by one of our amazing members!

“We are so impressed by the staff's hard work and our members' generosity!” says Len Ells, Valley Credit Union’s President and CEO. “We added an additional \$5,000 for a total donation of \$20,000!”

Event limitations due to COVID-19 meant Valley Credit Union’s team completed their walks in various locations between Hantsport and Bridgetown. If you were out and about on Saturday, you may have seen one of the 37 staff members completing their 2/5km walk.



About Coldest Night of the Year

It’s cold out there. The Coldest Night of the Year is a nation-wide family-friendly non-competitive winter walk that raises money for charities serving hungry homeless, and hurting people in our community. This is the ninth year Open Arms hosted Coldest Night of the Year, Annapolis Valley. Funds raised are an important part of maintaining Open Arms’ outreach programs (Drop-in centers, Inn From The Cold Emergency Shelter, Food Programming & Supports, Furniture Bank and more) and expanding their services in 2021.

About Valley Credit Union

Located in the Annapolis Valley, NS, Valley Credit Union is a non-profit, full-service financial institution with seven branches, a wealth management office, over 11,000 members, 1,500 of which are business owners, and approximately \$225 million in assets; It is a cooperative which means it is owned by its members and is governed by a Board of Directors voted in by its members. It offers a full range of personal and business banking products and services and brings value to those it serves through ownership, personal service, convenient and flexible banking options, skilled and knowledgeable staff, and a commitment to the communities in which it operates.

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