



June 15, 2020

FOR IMMEDIATE RELEASE

Atlantic credit unions launch #Loyal2LocalChallenge

Atlantic credit unions are starting a wave of support for local businesses in the region with the launch of the #Loyal2LocalChallenge.

Credit union employees will each receive \$25 to spend at a local business over a two-week period from June 15th – 28th, 2020. They are encouraged to post about it on social media, tagging @AtlCreditUnions, the local business they are supporting and hash tagging #Loyal2LocalChallenge. Credit unions are also encouraging the public to make a purchase at a local business and join a massive effort to promote those businesses at a time when so many are dealing with the significant impacts of the pandemic.

“This is an exciting initiative that can make a real and meaningful difference to the businesses that help make our communities great places to live and work,” said Mike Leonard, President and CEO of Atlantic Central, the trade association for credit unions in Atlantic Canada. *“Credit unions are well-known for supporting our communities, and we want to do our part to help during these challenging times.”*

In addition to immediately injecting thousands of dollars into the regional economy, the initiative is designed to start conversations about the value of local businesses and the importance of buying local.

Atlantic credit unions serve more than 300,000 members who have entrusted us with more than \$10 Billion in loans and deposits. Rooted in the communities we serve; credit unions are an integral part of community life and play a significant role in the economic fabric of Atlantic Canada.

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