

For immediate release

Valley Credit Union New Title Sponsor of the Soccer Dome

(March 5, 2018 - Waterville and Kentville, NS) Today, Valley Credit Union and the Valley Sports and Multipurpose Facilities Association announce that Valley Credit Union is investing \$100,000 over the next 10 years becoming the exclusive naming rights sponsor. The sponsorship includes renaming the facility to the Credit Union Rec Complex.

The Credit Union Rec Complex is owned and operated by the Valley District Soccer Association, a registered not-for-profit organization. The facility opened in February 2005 and is utilized by soccer players of all ages; from mini's to the largest senior league in Nova Scotia. Not surprisingly the indoor field has attracted other groups including baseball, rugby, football, an indoor model airplane flying club, as well as a very popular walking program, to name a few. The Kings County Squash Club located on the second floor boasts one of the most successful junior programs in Atlantic Canada.

"The newly named Credit Union Rec Complex is one of the premiere indoor turf facilities in Atlantic Canada," said Matt Schurman, President of the Facility. "We are very excited about this partnership with Valley Credit Union. Not only will their investment allow us make necessary capital improvements but they are a locally focused cooperative with deep roots and commitment to the Annapolis Valley."

"Valley Credit Union is excited to partner with the Valley Sports and Multi-Purpose Facilities Association and be a part of this space that means so much to the Annapolis Valley," said Martin Gillis, Chair of the Board for Valley Credit Union.

"We have watched the facility become so much more than just the "soccer dome"; it's become a true multi-use facility," said Len Ells, Valley Credit Union President and CEO. "It is a great fit for us to help support the Credit Union Rec Complex as it continues to expand its awareness and use in the community,"

"We are thrilled to welcome Valley Credit Union as our new naming rights partner," said Dwight MacLeod, Executive Director for Valley District Soccer Association. "Their investment will enable us to improve the space and continue to offer healthy lifestyles to users as a true rec complex"

About Valley Credit Union

Located in the beautiful Annapolis Valley, Nova Scotia, Valley Credit Union is a non-profit, full-service financial institution with seven branches, a wealth management office, over 11,000 members, and approximately \$172 million in assets; 1,500 of which are business owners. 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. Valley Credit Union has shown consistent profitability and continues to pay annual patronage dividends to its membership. It offers a full range of personal and business banking products and services and is committed to helping its members achieve their financial goals by offering solutions customized to their needs. Valley Credit Union brings value to those it serves through ownership, personal service, skilled and knowledgeable staff and a commitment to the communities in which it operates. For more information, visit:

valleycreditunion.com



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