



VALLEY

FOR IMMEDIATE RELEASE

Valley Credit Union Extends Agreement with Credit Union Centre to Support Purchase of a New Zamboni

October 6, 2020, Waterville, NS – Valley Credit Union recently provided \$75,000 to Credit Union Centre in Kingston, NS to support their purchase of a new Zamboni in exchange for a five year extension on their naming rights agreement, which will now continue through to August 2028.

“The arena has been an important part of the Kingston and Greenwood communities for many years,” said Len Ells, President and CEO of Valley Credit Union. “In 2013 the Credit Union Centre wanted to make improvements to the facility and sought a partner who shared their values and priorities of supporting communities, families, youth, and sport. These values perfectly align with our own and we gladly accepted the offer to work together. We have really enjoyed watching the arena thrive these last 7 years so when they advised us of their need for a new Zamboni, it was an easy decision to offer our assistance and extend our partnership,” said Ells.

“Valley Credit Union has been a great supporter of the Credit Union Centre,” said Wayne Fowler, President of the Credit Union Centre. “They truly care about giving back to the Annapolis Valley communities and have been a great partner of ours.”

About Valley Credit Union

Valley Credit Union is a non-profit, full-service financial institution with seven branches between Hantsport and Bridgetown, a wealth management office, over 11,000 members, 1,500 of which are business owners, and approximately \$220 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 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, convenient and flexible banking options, skilled and knowledgeable staff, and a commitment to the communities in which it operates.

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