

FOR IMMEDIATE RELEASE (June 10, 2021)

## **Valley Credit Union Awarded the Esteemed Coady Award for the Year 2020**

Valley Credit Union is proud to share that we were chosen as the 2020 recipient of the prestigious Coady Award for Community Involvement. The esteemed Coady Award honours the credit union or caisse populaire in Atlantic Canada that best exemplifies leadership, support, and involvement in its community. The award (originally known as the Merit Award) has been presented annually since 1954, with the winner being selected by the Corporate Social Responsibility Committee of Atlantic Central's Board.

The Coady Award is named after Dr. Moses Coady, a pioneer and key founder in the national co-operative movement who encouraged his followers to strive for a meaningful economic democracy that would permit the higher social activities of mankind. Credit unions reflect the values of Moses Coady by demonstrating their care for, and support of their local communities through co-operative economic development, education, philanthropy, and involvement.

Highlights of Valley Credit Union's 2020 community support include:

- Donation to school breakfast programs throughout the Annapolis Valley
- Donation to food banks throughout the Annapolis Valley
- Fundraisers, donation, and participation in the One Team for Mental Health walk in support of Kingston Greenwood Mental Health
- Fundraisers, donation, and participation in the Coldest Night of the Year walk in support of Open Arms
- Donation to VON Annapolis Valley
- Sponsorship Valley Regional Hospital Foundation's Comfort Program
- Grant in support of Kingston Greenwood Mental Health
- Multi-year support agreement for the Flower Cart Group's Building Opportunity campaign
- Multi-year support agreement for Credit Union Centre
- Multi-year support agreement for Credit Union Rec Complex
- Multi-year support agreement for Valley Drive-In

View the video award submission here: <https://youtu.be/lrljPTV5JWQ>

### **About Valley Credit Union**

Valley Credit Union is a full-service, member-owned financial institution with 11,000 members and more than \$230 million in assets. Serving members from seven branch locations from Hanstport to Bridgetown in Nova Scotia's Annapolis Valley, 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.

**About Atlantic Central**

With offices in Halifax, Nova Scotia, Riverview, New Brunswick and Charlottetown, Prince Edward Island, Atlantic Central's role is to provide liquidity management, payments processing and trade association services that support the credit unions of Atlantic Canada. The central provides leadership, advocacy, and a range of support services in the fulfillment of these key functions. Through our leadership and the excellence of our people, products, and services, we support credit unions in becoming the financial institution of choice.

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