



**CREDIT  
UNIONS**

**EASTERNEDGE  
REDDY KILOWATT**

**FOR IMMEDIATE RELEASE**

**Local Credit Unions Receive National Award Benefiting the Community Food Sharing Association**

Mount Pearl, NL: Two provincial credit unions, EasternEdge and Reddy Kilowatt, are the recipients of a \$10,000 Empowering Your Community Award for their submission; 'Help Rebuild the Community Food Sharing Association'. Concentra Bank's Empowering Your Community award recipients were announced on April 9, 2019 at their Annual General Meeting in Saskatoon, Saskatchewan.

Since 2011, Concentra, the wholesale bank and trust company for Canada's credit unions, has awarded \$200,000 annually to credit unions across the country in support of community initiatives related to health, education, community development, and the environment. Seventeen awards are presented each year: two awards each valued at \$25,000 and 15 awards each valued at \$10,000.

For 2019, there were 90 credit union submissions with four recipients announced for the Atlantic region. In their award-winning submission, EasternEdge and Reddy Kilowatt Credit Unions sought support for the Community Food Sharing Association (CFSA) following their warehouse fire in January of this year. Mr. Eg Walters, General Manager of the CFSA, said "EasternEdge and Reddy Kilowatt have been helping assist the less fortunate among us for many years. Their continued financial support could not have come at a more opportune time as we regroup after the loss by fire of our warehouse and all of our inventory."

Cynthia Strickland, General Manager of EasternEdge Credit Union, said "The CFSA provides an extremely necessary service to our community and, one thing is for certain, the electrical fire and devastation at their warehouse proved just how vulnerable the basic supply of food is for far too many people in our province. EasternEdge is very pleased to continue its long-term support of such an important community service."

General Manager of Reddy Kilowatt Credit Union, Michelle Ward, agreed and added, "Credit unions operate on co-operative principles and values. The CFSA works to ease the struggles of disadvantaged residents in our province to ensure no one goes hungry. This goal epitomizes our credit union principles and values and we're proud that the selection committee recognized that link."

An official presentation has been made by the credit unions to Mr. Walters. This is the second sizeable credit union donation since the fire. An additional \$10,000 was donated earlier this year on behalf of the members and employees of EasternEdge, Reddy Kilowatt, their NL credit union counterparts; Public Service, Hamilton Sound, Eagle River, Leading Edge Credit Unions; and their regional partner, Atlantic Central.

EasternEdge and Reddy Kilowatt Credit Unions are both full-service, co-operative financial institutions which serve all residents of Newfoundland and Labrador. Independently owned by their members and locally operated, EasternEdge and Reddy Kilowatt are proud to be part of a national credit union system that has been ranked first in customer service excellence and branch service excellence, among all Canadian financial institutions, for 14 consecutive years. EasternEdge and Reddy Kilowatt are based in Mount Pearl, NL and have been operating for over 40 and 60 years, respectively.

**Contact:**

Rhonda Goodridge  
Manager, Marketing & Communications  
EasternEdge and Reddy Kilowatt Credit Unions  
rgoodridge@reddyk.net  
709-691-3321

Included photos – presentation and exterior of buildings