



WINDSOR FAMILY CREDIT UNION

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Media Advisory
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For Release

WFCU Celebrates Earth Day!

WINDSOR, ON – Windsor Family Credit Union (WFCU), in partnership with the City of Windsor Parks and Recreation Department, has created an opportunity for its members to participate in the 42th anniversary of Earth Day.

Gaylord Nelson, then a U.S. Senator, was instrumental in establishing the first Earth Day in 1970, after witnessing the ravages of the 1969 massive oil spill in Santa Barbara, CA. On the 22nd of April 1970, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment in massive coast-to-coast rallies. In 1990, Earth Day went global, mobilizing 200 million people in 141 countries and lifting environmental issues onto the world stage. Earth Day 1990 gave a huge boost to recycling efforts worldwide and helped pave the way for the 1992 United Nations Earth Summit in Rio de Janeiro. It also prompted President Bill Clinton to award Senator Nelson the Presidential Medal of Freedom (1995) -- the highest honor given to civilians in the United States -- for his role as Earth Day founder.

In honour of Earth Day, WFCU members visiting one of the six retail locations on April 17th, 18th, 19th and 20th, may be surprised with a gift of a Red Maple, Red Cedar, or Pin Oak seedling to plant in honour of Earth Day. This gift is offered to members in recognition of their continued interest in supporting these important and special initiatives. WFCU has proudly distributed over 3,200 seedlings in the last 7 years.

As a locally owned and operated financial organization, WFCU is a strong community supporter. Through the Community Investment Program, WFCU is committed to assisting and supporting organizations and individuals that will contribute to the well-being of our community, with particular emphasis on youth, education and health.

WFCU strives to remain a responsible corporate citizen and invest in Windsor and its surrounding areas through its participation, donations and support of the community.

WFCU, together with the City of Windsor Parks and Recreation Department is pleased to have this opportunity to encourage the importance of reforestation and environmental issues. Join us in this celebration!

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About Windsor Family Credit Union (WFCU)

WFCU has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now manages over \$869.1 million in assets and over \$1.5 billion in service totals and administrative services.

WFCU membership is open to anyone who lives and/or works in Windsor, Essex County and Ontario. WFCU is the largest credit union in Essex County and sixth largest in Ontario.

WFCU operates six (6) retail locations serving over 14,900 personal households with over 28,000 personal members, 1,400 commercial and institutional members, and 1,300 community and organization members. With roots in the community, WFCU is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

WFCU values its staff and their on-going contributions. The credit union stresses the importance of quality by maintaining an internal 5 Star Quality Program. Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo and is one of only 100 companies in Canada to do so. Feb-12