



FOR IMMEDIATE RELEASE

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WFCU Credit Union Unveils Inspire- Their New Community Engagement Program

Windsor, ON – Today, WFCU Credit Union unveiled their new community engagement program, Inspire. The program, which combines existing WFCU Credit Union community investment initiatives, with new signature events including the WFCU Credit Union Scripps Regional Spelling Bee, a Speaker Series, Easter Egg Drop, Community Movie Nights, and the Detroit Lions Financial Literacy Program, aims to provide engaging, entertaining and educational opportunities for people to come together as a community, and further expand WFCU Credit Union’s community outreach.

“We have always been committed to helping positively shape the communities we serve,” said Eddie Francis, President and Chief Executive Office, WFCU Credit Union. “With the introduction of Inspire, we will look at new partnerships and community inspired events that will lead to new and exciting opportunities for our Members and for the betterment of the communities we serve.”

The WFCU Credit Union Scripps Regional Spelling Bee will be the first of the new signature events to launch; giving area youth in grades 4 to 8 the opportunity to win the chance to represent the communities of Windsor-Essex and Chatham-Kent at the *Scripps National Spelling Bee Finals* being held in Washington, DC in May, 2019. In order for students to compete in the WFCU Credit Union Regional Scripps Spelling Bee, schools, teachers or parents must enroll their students with the Scripps National Spelling Bee at www.wfcu.ca by December 16, 2018.

The WFCU Credit Union Speaker Series, which will launch in the spring of 2019, will host renowned personalities who will share unique experiences and perspectives on a variety of topics including entertainment, politics, environment, business and the arts.

The Easter Egg Drop, scheduled for Saturday, April 20, 2019, will showcase 25,000 Easter eggs being dropped from a helicopter for children to collect. This event, is the first of its kind in Windsor-Essex County, and will be an annual event for children ten and under.

Free community movie nights will also be hosted by WFCU Credit Union throughout the spring and summer of 2019. These evenings will bring communities together to enjoy family-friendly movies shown on big screens in various parks and community centres throughout the region.

Through their partnership with the Detroit Lions, WFCU Credit Union will emphasize financial literacy, with the introduction of the Detroit Lions Financial Literacy Program. Exclusive school

assemblies, with appearances by Roary and hosted by the Detroit Lions Football Education Division, will give youth in the Windsor-Essex community an opportunity to participate in discussions focused on financial literacy, leadership and anti-bullying.

“By investing in our region, and providing unique opportunities that spark excitement across various ages, demographics and interests, we create more opportunities to engage with our members and non-members and have a greater impact on the overall community,” stated Francis, adding that the newly announced signature events are great additions WFCU Credit Union’s existing community initiatives including their scholarship programs and youth team sponsorships.

Announced earlier this month was WFCU Credit Union’s call for submissions for the 2018 Harold Hewitt Scholarships. This year twenty-eight (28) scholarships, totaling \$44,700, will be awarded to students in Junior Kindergarten through Grade 12. Students wishing to submit an application for consideration can find full details of the requirements, along with the scholarship application form at www.wfcu.ca. Deadline for submissions to be received by WFCU Credit Union is Friday, November 2, 2018 by 5:00 p.m.

Further details on all upcoming events will be made available to the public as they become available.

For more information about Inspire and the latest information on all WFCU Credit Union community initiatives please visit www.wfcu.ca.

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ABOUT WFCU CREDIT UNION

WFCU Credit Union has been recognized as a leading, progressive financial institution headquartered in Windsor and Essex County since 1941. Proudly serving Ontario residents, community organizations, small businesses, commercial entities and public institution for over 77 years, WFCU Credit Union is the sixth largest credit union in Ontario, operating nine retail locations and one digital entity, Omnia Direct. Through these service channels, in combination with online and mobile banking, telephone banking and ATM services, WFCU Credit Union has become the financial institution of choice for 41,286 Members across Ontario including 37,088 Personal Members in 18,665 households, 2,792 Businesses and 1,406 Organizations. Currently, WFCU Credit Union has \$4.78 Billion in Managed Assets and Member Service Totals of \$6.4 Billion. WFCU Credit Union membership is open to anyone who lives and/or works in Ontario. For more information on WFCU Credit Union please visit wfcu.ca.