



WINDSOR FAMILY CREDIT UNION

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News Release
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For Release

**WINDSOR FAMILY CREDIT UNION (WFCU)
CUTS RIBBON TO EIGHTH RETAIL LOCATION AND ANNOUNCES
COMMUNITY INITIATIVES FOR DOWNTOWN WINDSOR**

WINDSOR, ON – On Tuesday July 15, Windsor Family Credit Union (WFCU) marked the opening of their newest retail location in downtown Windsor with an official ribbon cutting at their 300 Ouellette Avenue location. This new retail location is the credit union’s eighth retail location in Windsor-Essex. WFCU’s President and CEO, Martin J. (Marty) Komsa, along with members of WFCU’s Executive Team and Board of Directors, the retail location staff, City of Windsor Mayor, Eddie Francis and members of City Council were on hand to celebrate with the credit union.

WFCU’s downtown Windsor retail location offers the same products and services available at all WFCU’s retail locations including the personalized conveniences of a full service ATM, no teller lines and private in-office service for anyone visiting the retail location.

“As a local financial institution, it is rewarding to know that each time a new WFCU retail location opens its doors, our commitment to provide convenient access to the best financial products and services for our members continues”, indicated WFCU President and CEO, Martin J. (Marty) Komsa. “We are confident that our expansion into downtown Windsor will conveniently service the financial needs of residents, businesses and the student community.”

WFCU’s official ribbon cutting ceremony included the announcement of three enhanced community investment partnerships supporting art, film and music within the downtown area.

“Downtown Windsor is going through a cultural and recreational renaissance,” said Komsa. “As an organization committed to supporting the arts, it is extremely worthwhile for WFCU to have an active role in fostering this unique cultural hub within this community.”

WFCU will continue its relationship with the Art Gallery of Windsor with a three-year commitment assisting the Gallery to schedule wide-appeal exhibits and programs as well as continue with fundraising initiatives. The credit union also confirmed its three-year commitment to the Windsor International Film Festival as the festival’s presenting sponsor. The Festival celebrates its 10th Anniversary this November. The Windsor Symphony Orchestra will receive additional support from WFCU through sponsorships of a number of musical performances and series including an October performance featuring Canadian Astronaut, Chris Hadfield. Support for the three organizations over a three-year period totals over \$96,000.

To learn more about WFCU visit www.wfcu.ca or visit their newest retail location at 300 Ouellette Avenue, Suite 200, Windsor, ON.

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For photos of the event, please email marketing@windsorfamily.com.

About Windsor Family Credit Union – Attached.

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About Windsor Family Credit Union (WFCU)

Windsor Family Credit Union (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 has \$1.7 billion in Managed Assets and Member Service Totals of \$2.5 billion. WFCU is the sixth largest in Ontario operating eight (8) retail locations and serving 34,000 members including 30,500 Personal members in 15,700 households, 1,850 Businesses and 1,360 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community 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.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$93.4 million and represents 8.5% of total assets and 13.9% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$12.4 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Program. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada. A Gord Smith Healthy Workplace Award recipient, WFCU is committed to promoting the importance of health and well-being among its employees.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider. May 2014