

**For Immediate Release**

**Media Release**

**Saskatchewan credit unions rally to support SJHL Assistance Program**

**Regina, April 26, 2018** – Saskatchewan credit unions have come together to support the newly-created SJHL Assistance Program, in light of the Humboldt Broncos tragedy. The donation amount to date will be announced at the SaskCentral Annual General Meeting being held today at the Delta Bessborough Hotel in Saskatoon, at 4 p.m.

Based in Nipawin, Diamond North Credit Union was the first Saskatchewan credit union to engage the support of the community, collecting donations to be directly provided to the Humboldt Broncos. "Once we learned of the magnitude of the accident, which was in our own backyard, we knew we had to set up an account for donations," says John Shenher, CEO of Diamond North. "We knew our members and community would want to help financially and that we could assist."

At the same time, the Co-operative Retail System in Saskatchewan and Western Canada, led by Federated Co-operatives Limited, was a founding partner in the SJHL Assistance Program. In doing so, they spurred an even larger co-operative effort to give back to those in need, and announced they would match donations to a total of more than \$500,000.

"Credit unions are co-operatives. Supporting and bringing communities together in times of need is what we do. It's at the very heart of our co-operative and credit union values," says Keith Nixon, CEO of SaskCentral. "It made sense for us to align with and further support the efforts of the Co-operative Retail System. Offering our support allows us to be part of the healing process throughout our communities."

Lastly, the Canadian Credit Union Association generously offered to reach out to credit unions beyond Saskatchewan's border, recognizing there would be an interest to lend support. Additional donations were collected for the program from credit unions across Canada.

The SJHL Assistance Program will provide mental health assistance to all players, families and billets across the Saskatchewan Junior Hockey League affected by this tragedy. Any extra money will be used to start an educational fund in memory of the lives lost on April 6, 2018.

We'd like to acknowledge that many Saskatchewan credit unions generously chose to support the Humboldt Broncos in other ways. Attached however, is as an appendix of credit unions to date who donated to the SJHL Assistance Program.

**About SaskCentral** – SaskCentral is a co-operative owned by Saskatchewan credit unions to serve and represent their collective interests. There are 44 credit unions in Saskatchewan serving more than 476,000 members in communities across the province. Visit us at: <http://www.saskcentral.com>.

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## **Appendix**

- Affinity Credit Union (SK)
- Alterna Savings & Credit Union (ON)
- Assiniboine Credit Union (MB)
- Bay Credit Union (ON)
- Cambrian Credit Union (MB)
- Coast Capital Savings (BC)
- Conexus Credit Union (SK)
- Cornerstone Credit Union (SK)
- Credit Union Central of Manitoba (MB)
- Crossroads Credit Union (SK)
- Crosstown Civic Credit Union (MB)
- CUA (NS)
- Diamond North Credit Union (SK)
- Doddsland Credit Union (SK)
- Everlink Payment Services (ON)
- First West Credit Union (BC)
- Innovation Credit Union (SK)
- Lafleche Credit Union (SK)
- Libro Credit Union (ON)
- Minnedosa Credit Union (MB)
- Northern Savings Credit Union (BC)
- Oak Bank Credit Union (MB)
- Plainsview Credit Union (SK)
- Prairie Centre Credit Union (SK)
- Prairie Pride Credit Union (SK)
- Prospera Credit Union (BC)
- Radius Credit Union (SK)
- Sandhills Credit Union (SK)
- Saskatoon City Employees Credit Union (SK)
- Shell Employees' Credit Union (AB)
- St. Gregor Credit Union (SK)
- Steinbach Credit Union (MB)
- Stoughton Credit Union (SK)
- Strathclair Credit Union (MB)
- Swan Valley Credit Union (MB)
- Synergy Credit Union (SK)
- Tandia Credit Union (ON)
- Union Bay Credit Union (BC)
- Unity Credit Union (SK)
- Vancity (BC)
- VP Credit Union (BC)
- Westminster Savings Credit Union (BC)
- Weyburn Credit Union (SK)