



For Immediate Release

Credit Union acquires naming rights to Summerside Wellness Center

Summerside, PEI (February 29, 2008) -- The Consolidated Credit Union is entering into a unique ten-year partnership with the City of Summerside in support of the community's sports, recreation, entertainment and meeting facility that will see the Summerside Wellness Center change its name to *Credit Union Place*.

"We are extremely pleased to be associated with the City of Summerside and to continue to support the growth and prosperity of the communities in which we operate," said Sarah Millar, General Manager, Consolidated Credit Union. "Associating ourselves with this world-class facility is a natural fit for our organization who strives to ensure the wellbeing of its members and its communities."

Inaugurated January 2008, *Credit Union Place* is Eastern Canada's leading and most modern sports, recreation and entertainment and meeting complex accommodating conferences, performing arts events, cultural shows and sporting events such as the 2009 Canada Games.

In addition to supporting the facility with an annual contribution over ten years, the Consolidated Credit Union will actively partner on innovative fundraising initiatives with its staff.

"This exciting partnership really is great news for our facility, Summerside and the province," said Bill Schurman, Director, Community Services, City of Summerside. "When a respected community-driven institution such as the Credit Union lends its name and backs a community, it strengthens our ability to showcase our community and its premier facility."

In return for their support, Consolidated Credit Union will benefit from exposure garnered during events hosted at *Credit Union Place* and its members will receive a 20% savings on select programs and activities at the facility including early access to tickets to certain concerts and events.

To celebrate the new partnership, a Family Fun Day will be held, free-of-charge, for Credit Union members and the general public, at the complex on Sunday, March 9, 2008 from 1 pm – 5 pm. Activities planned include: swimming, cosmic bowling, sleigh rides, skating, an inflatable playground, and more.

Established in 1968, Consolidated Credit Union is a full-service financial institution with more than 9,800 active owners and approximately \$120,100 in assets in Prince Edward Island. The Consolidated Credit Union has a long history of supporting the communities it serves, through monetary donations and volunteer support and fundraising initiatives among its staff. For more information about the Consolidated Credit Union, please visit: www.peicreditunions.com

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For more information:

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Credit Union Place: It all happens here!

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