



## **Celebrate International Credit Union Day with HMECU!**

It is the 70<sup>th</sup> anniversary of International Credit Union Day and we want to celebrate with you! In honour of this special day, HMECU invites its members to visit their branch on Thursday, October 18<sup>th</sup> for some refreshments. To thank you for supporting credit unions and being great HMECU members, we will be offering a chance to win one of two \$25 gas gift cards. Stop by your local branch to take a photo and earn your entry! Enter to win Monday, October 15<sup>th</sup> to Thursday, October 18<sup>th</sup>.

International Credit Union (ICU) Day<sup>®</sup> celebrates the spirit of the global credit union movement. The day is recognized to reflect upon the credit union movement's history, promote its achievements, recognize the hard work and share member experiences. International Credit Union (ICU) Day<sup>®</sup> has been celebrated on the third Thursday of October since 1948.

The ultimate goal is to raise awareness about the tremendous work that credit unions and other financial cooperatives are doing around the world and give members the opportunity to get more engaged. The day of festivities for credit unions and financial cooperatives globally include fundraisers, open houses, contests, picnics, volunteering and parades.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions' proud history and promote awareness of and support for the credit union and financial cooperative difference. This year's theme, "Find Your Platinum Lining," combines the traditional gift of platinum for 70<sup>th</sup> anniversaries, a celebration of the platinum-lined differences and impact credit union and other financial cooperatives have made and continue to make for their members and a chance to be thankful for the lives and communities that have been improved by our movement.