

For Immediate Release
April 27, 2017

Connect First Credit Union recognized as Credit Union of the Year

Calgary, Alberta – Connect First Credit Union was recognized as Credit Union of the Year at Alberta Central’s Annual General Meeting in Calgary April 19-21st.

The Credit Union of the Year award is presented to a credit union in Alberta for outstanding performance, community support, and system leadership and collaboration. Connect First Credit Union was specifically recognized for:

- Strong and stable financial performance;
- Recognition as the **fastest growing financial institution in Alberta** and one of the Top 10 Fastest Growing Companies in Alberta Venture Magazine;
- **Commitment to curtailing the payday lending cycle** and introduction of the Cash Crunch Loan;
- **Community commitment** - specifically through investing more than \$1.1 million back into the communities we serve; and
- **Employees volunteer commitment** - providing 2,380 volunteer hours or 3 full days of volunteering per employee.

“As this is our first time winning this award, I can tell you this is very special,” said Connect First CEO Paul Kelly. “It’s the collective result of 600 employees showing the credit union difference every day and Making Money Make a Difference in the lives of members in the communities where we’re so proud to live and work”.

[Connect First Credit Union](#) offers its members a full range of financial products and services through trusted local brands and a community-focused approach to banking. Connect First Credit Union is Canada’s tenth largest credit union, with over \$5 billion in assets under administration. It serves 100,000 members through 27 branches in 13 communities across southern Alberta, under the [Chinook Financial](#) and [First Calgary Financial](#) divisions

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