



The better way to bank

– MEDIA RELEASE –

\$5,000 LOCAL BUSINESS GRANT APPLICATIONS OPEN

"Grant program a demonstration of community-focused banking," says CEO

October 3, 2016 (Halifax, NS) – Local, community-based banking institution CUA (formerly Credit Union Atlantic) announced today that applications are now being accepted for two \$5,000 grants, available for locally-owned start-ups and small businesses in Halifax.

Launched in 2015, CUA's Community Investment Grant Program provides direct financial support to projects that benefit youth groups, small businesses, community organizations and social enterprises. The Local Business grant is the second of three categories awarded annually. Two Youth Grants were awarded in June. The objective of CUA's Community Investment Grants is to effect positive economic, social and environment change, further supporting the vision that strength of community reflects strength of individuals.

"As a locally-owned and operated banking institution, we know that small businesses are at the heart of our local economy and that spending local matters," said Marie Mullally, President & CEO of CUA. "When money is spent and saved here, it results in an enriched economy, job opportunities, and a stronger community."

Through its "Buy Local, Bank Local" initiative, CUA's own procurement policy focuses on purchasing from member-owned and local businesses. CUA also offers the Small Business Loan Guarantee Program, which is exclusive to credit unions and delivers better financial assistance for the start-up and expansion of local small businesses.

Business owners can apply for the grant by completing a five-question form online at cua.com/grants. Applications for the Local Business Grant will be accepted until October 17 at 11:59PM (AST).

About the Company

Established in 1948, CUA is a local, community-based, co-operative banking institution with seven branch locations, a Commercial Centre, and a Wealth Management Services division in Halifax. CUA is a member of the second-largest banking network in Canada and has over 19,000 customers and total assets in excess of \$440 million. In addition to local decision-making, unique products and tailored, personalized service, 100 percent of CUA profits are put back into the business for the benefit of members and the broader community.

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