



CREDIT UNION CENTRAL OF ONTARIO

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Credit Union Association Backs Car Free Day

Environmental initiatives will cut carbon emissions, use clean energy

MISSISSAUGA -- Employees of Credit Union Central of Ontario (Central) will join thousands of people across the province in leaving their cars at home on International Car-Free Day, September 22.

Employees will save tonnes of carbon emissions by riding their bikes, taking public transit or carpooling to work.

“We are launching a new environmental initiative that will engage staff in helping to reduce our company’s environmental footprint,” said CEO Howard Bogach. “We felt it fitting to kick off the program by encouraging people to get to work in a way that makes us think about the impact we have on the planet.”

Central’s environmental initiative, called It’s Easy Being Green, sets targets to reduce paper and energy consumption and increase the amount of recyclables captured at its Mississauga office.

In addition to encouraging a car-free commute, the organization’s kick-off event will include a tree-planting ceremony to commemorate its environmental commitment, and participation from Bullfrog Power, Ontario’s only 100% green electricity retailer. Credit Union Central of Ontario switched its offices to Bullfrog Power last spring.

“We are pleased to have Ontario Central as part of the growing community of bullfrogpowered organizations that have chosen to support clean, renewable energy,” said Tom Heintzman, President of Bullfrog Power. “We encourage their efforts to find additional ways to reduce emissions and improve air quality in Ontario.”

Credit Union Central of Ontario with more than \$1.9 billion in assets, is a financial and trade services organization that represents 164 credit unions with more than 1.2 million members. Credit unions are independent, community-based alternatives to banks that are regulated by the provincial government.

Central's primary financial role is to maintain a large pool of funds, or liquidity pool, for its member credit unions. Each credit union has access to the liquidity pool to ensure the credit union has the cash flow to meet member needs. Central also provides communications, marketing and public relations services for the industry.

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