



FOR IMMEDIATE RELEASE

## YNCU LAUNCHES PLANT A TREE GIC FOR THE SECOND YEAR IN A ROW

*Contribute to reforestation efforts across Canada*

**KITCHENER, ON | October 22, 2024** - YNCU (Your Neighbourhood Credit Union) is excited to announce that for the second year in a row, it is launching its [Plant a Tree GIC](#), a unique opportunity for members to grow their money while helping the environment. For a limited time, when you invest in any YNCU GIC, you will contribute to reforestation efforts across Canada. YNCU will plant one tree for every GIC purchased and for every switch from paper to e-statements.

“The success of our Plant a Tree program last year inspired us to continue this meaningful initiative. It’s not just about financial growth, but also about creating a lasting impact for future generations,” says **Archie Bonifacio, Chief Community Officer, YNCU**. “The Plant a Tree program is one way we’re contributing to the fight against climate change while offering our members competitive rates on their investments.”

YNCU aims to plant 2,000 trees as part of this initiative, and progress can be tracked on the [YNCU website](#). As part of this effort, 400 trees will be distributed across London, Woodstock, Stratford, Mitchell and Uptown Waterloo branches through [ReForest London](#). Additionally, 100 trees will be planted in a sponsored local microforest with Sustainable Waterloo Region and 1,500 trees will be planted across Canada in areas in need of reforestation through Tree Canada, a national non-profit organization.

YNCU is a certified B Corporation, committed to balancing profit with purpose. With a focus on sustainability and community, YNCU offers a range of financial products that help our members achieve their goals while positively impacting the environment.

To participate, members can visit any YNCU branch, log in to their online banking platform, or speak with an advisor to purchase a GIC. Switching to e-statements can be done quickly online through the member portal. To learn more about YNCU’s Plant a Tree program, please visit, [yncu.com/banking/investing/Plant-a-Tree](https://yncu.com/banking/investing/Plant-a-Tree).

## **ABOUT YNCU**

With 17 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$2.8 billion+ in assets under administration and 53,000 members strong (and growing!), YNCU is one of the largest credit unions in Ontario. As a community-based organization, not only do YNCU's partnerships and investments make a difference, its employees live and work in the communities they serve. YNCU's foundation is built on connectedness to the communities where it operates. Yearly the organization sets aside a minimum of 1% of the pre-tax profit earned by the credit union in the previous fiscal year to be used for charitable organizations and associations that share its focus on improving our communities. Together with its members, employees and community partners, YNCU is helping to make life better in the places Ontarians live, work, learn and play!

**Website:** <https://www.yncu.com/>

**LinkedIn:** <https://www.linkedin.com/company/yncu>

**Facebook:** <https://www.facebook.com/YourNCU/>

**Twitter:** <https://twitter.com/YourNCU>

**Instagram:** <https://www.instagram.com/yourncu/>

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