



FOR IMMEDIATE RELEASE

**YNCU'S DIRECTOR OF MARKETING AWARDED NATIONAL YOUNG LEADER AWARD BY
CCUA**

The National Young Leader Award, established by CCUA's Board of Directors, aims to identify and celebrate young professionals making significant contributions to their credit unions and communities

Kitchener, ON | Thursday, May 16, 2024 - YNCU's Director of Marketing, Kirstin Dias, has been honoured with a National Young Leader Award by the Canadian Credit Union Association (CCUA). The award recognizes exceptional young leaders within Canada's credit union system who demonstrate outstanding leadership and commitment to credit union values.

The National Young Leader Award, established by CCUA's Board of Directors, aims to identify and celebrate young professionals making significant contributions to their credit unions and communities. Dias was selected among a pool of talented nominees across Canada for her hard work, leadership, and impactful initiatives within YNCU.

"I am honoured to receive the National Young Leader Award and am grateful for the opportunity to contribute to the growth and success of YNCU and the broader credit union community," said Dias. "This award is not just a personal achievement, but a testament to the collaborative spirit and shared dedication of the entire YNCU team. I am privileged to work alongside such talented individuals who are passionate about making a difference in the lives of our members and communities."

Dias' approaches to YNCU's community engagement have been instrumental in driving the credit union's success with initiatives such as [Motivate 2 Skate](#) and [YNCUniversity](#), to name a few. In addition to YNCU initiatives, Kirstin has also authored two children's books, *C is for Camp* and *Kindness Pie*, and is a member of the StartUP Sault Board of Directors.

As part of the award, Dias attended the 2024 CCUA National Conference in Calgary from May 5 to May 8, where she participated in in-person interviews with the panel of judges and jointly

developed and delivered a workshop on cultivating growth within the greater credit union system. The CCUA National Award Winners were also a part of a traditional Calgary White Hat Ceremony, a traditional symbol of recognition for distinguished guests to the city.

"We are immensely proud of Kirstin's achievement and the recognition she has received through the National Young Leader Award. Her dedication, innovative thinking, and commitment to our credit union's values exemplify the calibre of leaders we have within our organization. Kirstin's contributions continue to inspire us all as we strive to serve our members and communities with excellence," said Aimee Wagner, Interim Chief Executive Officer/Chief Retail Excellence Officer.

For more information on The National Young Leader Award by CCUA visit, CCUA.CA.

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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>

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