

**WESTOBA CELEBRATES 60 YEARS IN BUSINESS**

**BRANDON (October 10, 2023)** – Westoba Credit Union (Westoba) celebrates its 60th year in business this October. Since being founded on October 3, 1963, Westoba has flourished into one of Manitoba's most successful financial institutions, thanks to the unwavering support of its loyal members. Today, they proudly embody "The Westoba Way" – a commitment to members, people, and communities.

Jim Rediger, Westoba's President and CEO, reflects on this milestone, saying, "Our journey, spanning over six decades of dedication to our members and communities, underscores the profound impact a financial institution can have when it places people at its core. Just as we have grown, evolved, and embraced innovation, we've seen the communities we serve flourish and members thrive."

As a part of their commitment to the communities they serve, a total of \$60,000 will be given away through the Westoba Inspire Fund in 2023; supporting projects that contribute to the development of community infrastructure. Recipients will be announced in the coming months.

Westoba's story is one of community-centric growth, from its humble beginnings as a cooperative financial institution to becoming an innovation leader with 13 physical branches stretching across Manitoba. Westoba has championed community initiatives, sharing financial expertise, sponsoring cultural events, and supporting infrastructure projects such as Westoba Place and the Westoba Agriculture Centre of Excellence in Brandon.

In 2017, Westoba introduced the Westoba Inspire Community Investment Program, which has funded over 35 multi-functional projects, with a total investment of over \$200,000; including the \$60,000 giveaway this year.

Westoba launched its new Purpose, Mission, Vision, and Values in October 2023 to better align with the evolving needs and aspirations of its stakeholders. These guiding principles reflect Westoba's dedication to making a meaningful difference in the lives of its members and communities, providing innovative financial solutions, and envisioning a future where financial well-being knows no boundaries.

Garnet McBurney, Chair of Westoba's Board of Directors, states, "As we celebrate this anniversary, I am confident that our best days are yet to come."

To celebrate, Westoba invites all members, partners, and community members to join in the festivities on October 19, 2023. A tie into the 75<sup>th</sup> Anniversary of International Credit Union Day serves as the perfect occasion to reflect on the incredible journey of Westoba. Refreshments, giveaways, and activities will occur at all Westoba branches.

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**ABOUT WESTOBA CREDIT UNION** – Westoba is 60-year-old full-service financial institution offering a wide range of services and products to meet unique needs. Centralized in Brandon, Manitoba, Westoba has 13 locations throughout the province, employing approximately 200 people.

**For further inquiries, please contact:**

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