

**Spark The Energy Credit Union**  
Oiltimers Post-Launch Messaging | November 2018

We have officially launched as Spark The Energy Credit Union



Have you seen our new energy? On October 18, we officially unveiled the new logo and our new energy at our Calgary branch. Thank you to everyone who was able to attend – we had over 200 members come to participate in our [Spark Carnival](#).

We held the unveiling event on International Credit Union Day - a day that celebrates the spirit of the global credit union movement. The day is recognized to reflect upon the credit union movement's history, promote its achievements, recognize the hard work of staff and volunteers, and share member experiences. International Credit Union Day has been celebrated on the third Thursday of October since 1948; this year is the 70th anniversary. It was the perfect day to honour our strong history and celebrate our exciting future.

Alberta's Minister of Finance, the Honourable Joe Ceci, was in attendance. He had many positive things to say about our new brand and about credit union culture.

"Credit unions remain an important and valuable option for Albertans looking for a financial institution," said Minister Ceci. "I am thrilled to be part of an event that brings together Albertans. I am happy to know that Alberta's energy workers will have another option for their banking needs."



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Just as a carnival brings a community together – Spark will bring together the men and women of the energy industry. To learn more about our launch event read our [official news release](#) and check out our social media channels.

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### **What's Changed?**

Some of you have asked about changes that may affect you. Here are a few things to know:

- We will continue to be here for you, provide you amazing products and services.
  - Contrary to media speculation we still have a solid relationship with Shell Canada. Our Board President, Adam Battistessa, is working on formalizing the relationship now that our name has changed. We are proud of our history, and our relationship with Shell Canada is what has enabled us to grow. Stay tuned for more positive announcements on this topic.
  - Products? We are working on a few new things for you. Stay tuned!
  - Our website! And our social media! And our emails! We have updated those so make sure you bookmark [www.sparkcu.ca](http://www.sparkcu.ca), and that you look out for new email addresses in your inbox (check your junk mail too). Also follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#) for the latest news.
  - Our new approach ensures all your friends, family, and contacts in Alberta's energy sector can be a part of our credit union family!
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### **What Can you Do?**

Tell your friends! More people joining our credit union means increased profitability and the opportunity to share better products and rates for everyone.

We want to use our new brand as an opportunity to connect with you – and the people you know. We encourage you to share your energy about Spark The Energy Credit Union.

Share by forwarding this message with your network and engaging with us on social media. We look forward to connecting with you and answering any of your questions at the next Oiltimers event.