

## PRESS RELEASE

For immediate release

### Caisse Lourdes + Caisse Saint-Claude : Caisse Pembina

**Winnipeg, May 28, 2007** – Following the decision to merge the operations of Caisse Lourdes and Caisse Saint-Claude, members of the community were invited to participate in a contest to find a name for the new Caisse.

Over 75 entries were submitted. Names were judged by a selection committee formed by people from Caisse Lourdes, Caisse Saint-Claude and La Fédération des caisses populaires du Manitoba.

The new Caisse will be called **Caisse Pembina**. Eight contest participants suggested the same name (see photo). Their names were entered in a draw and Mrs. Annette Leyenhorst was awarded the \$500 prize.



Photo (from left to right) : Suzanne Jamault, Jill Lusignan, Louise Hutlet, Mariette Hutlet, Annette Leyenhorst, Michel Dufault, Edith Deleurme and Monseigneur Roger Bazin.



Photo (from left to right) :  
Mr. Hubert Chappellaz, General Manager of  
Caisse Pembina and Mrs. Annette Leyenhorst,  
contest winner.

Several reasons motivated these participants to submit the name «Caisse Pembina»:

- The Pembina escarpment extends over a vast territory which includes towns served by the new Caisse.
- « Pembina » is an appropriate bilingual name, both in French and in English, which is very important to members of the region.
- The name « Pembina » is well-known and used to identify the region.
- « Pembina » is also the Native name for the red fruit of the high bush cranberry used by indigenous nations and pioneers. Today, it is highly sought after and picked to make succulent preserves and jellies.

Caisse Pembina's official inauguration will take place on October 1st, 2007. The Caisse's assets will total over 136 M \$ and it will offer a complete range of financial services in both French and English to over 5,300 members in 5 communities (Haywood, Notre-Dame-de-Lourdes, Rathwell, St. Claude and St. Leon).

*The Manitoba Caisse network, with consolidated assets of around 650 M \$, is comprised of 6 separate and independent Caisses and 22 branches serving over 30,000 members. Caisses are financial cooperatives offering services in both French and English. In addition to profit sharing with member-owners, Caisses return a portion of their profits to the communities they serve by supporting local projects and activities. Since earnings remain in the area where members live, memberships directly contribute to the economic development of the community. Membership is open to all.*