

PRESS RELEASE

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Fédération
des caisses populaires
du Manitoba

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A name for the new Caisse has been chosen Two contest winners were each awarded a \$500 prize.

Winnipeg, April 16, 2007 – Members of the community were invited to participate in the « Name your Caisse » contest that ended on February 28th.

The new Caisse will be called **Caisse La Prairie**. Two contest participants suggested the same name. Each one was awarded a \$500 prize.

Several reasons motivated the winners to submit the name «Caisse La Prairie». «The name « La Prairie » is both appropriate in French and in English and represents a place where Caisse members work, live and raise their families. It's also a part of our heritage. « La Prairie » was the name given to one of Marie-Anne Gaboury and Jean-Baptiste Lagimodière's children and is therefore the ancestor of several Caisse members», indicates Pauline Gosselin. « People who visit us in Manitoba are filled with wonderment when they see our vast prairie landscape», mentions the other winner, Claudette Manaigre.



Pauline Gosselin



Claudette Manaigre

More than 450 entries were submitted. Submitted names were judged by a selection committee formed by people from Caisse La Vérendrye, Caisse Provencher and La Fédération des caisses populaires du Manitoba.

Caisse La Prairie's official inauguration will take place on May 1st, 2007. The Caisse's assets will total over 240 M \$ and it will offer a complete range of financial services in both French and English to over 13,000 members in 13 communities (La Broquerie, Letellier, Lorette, Richer, St. Adolphe, St. Georges, St. Jean-Baptiste, St. Joseph, St. Malo, St. Pierre-Jolys, Ste. Agathe, Ste. Anne, South Junction).

The Manitoba Caisse network, with consolidated assets of around 650 M \$, is comprised of 7 separate and independant Caisses and 21 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.

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Source:

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