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New smartphone app makes locating ding free® credit union ATMs a snap

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TORONTO, Jan. 9, 2013 /CNW/ - Canadian credit union members can celebrate having a bit more cash in their pockets after the holiday season, thanks to the national ding free® ATM marketing campaign and smartphone locator app.

To make finding a ding free® ATM even more convenient, Canada's credit unions have launched a free locator app at ding-free.ca that is available for iPhone®, Android™, Windows® and BlackBerry® devices.

Credit union members can access ding free® ATMs nationwide. "Making the lives of credit union members just a little bit easier is important to us," says David Phillips, president and CEO, Credit Union Central of Canada.

Credit Union Central of Canada (Canadian Central) launched the ding free® campaign with support from a national credit union Marketing Advisory Committee and Central 1 Credit Union's award-winning marketing team.

Under the creative platform of ding free® Sea to Sea, the print material melds together province names into cheeky regional names to communicate the cross-country breadth of ding free® ATMs, such as Albertario, Britiscotia and NewBrunskatchewan.

Credit union members already know they can use their own credit union ding free® ATMs but may not be aware that this perk also applies at thousands of other ATMs across Canada. From BC to Newfoundland and Labrador, credit union members have access to at least 1,800 surcharge-free ATMs.

"Using this app should be every credit union member's first step to making sure they don't get dinged at an ATM," says Martin Reed, Central 1's associate vice president of marketing and research.

Resources:
• The ding free® locator app is available at http://www.ding-free.ca/
• Promotional video at http://www.ding-free.ca/#0-video
• View the ding free® Sea to Sea creative at https://www.facebook.com/dingfreeATMs/photos_stream

About Credit Union Central of Canada

Credit Union Central of Canada (Canadian Central) is the national trade association for the Canadian credit union system. Canada's credit union system is a vital competitor in the financial services industry.

About Central 1

Central 1 is the central financial facility and trade association for the B.C. and Ontario credit union systems. Central 1 represents a consumer-oriented, full-service retail financial system that serves 2.9 million members and holds \$86.2 billion in assets and is owned primarily by its member credit unions.

Canada's credit unions

For the eighth consecutive year, Canadians ranked credit unions first in overall Customer Service Excellence, among all financial institutions, surpassing all Canadian banks in the Ipsos 2012 Best Banking Awards.

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