

MEDIA ALERT

18 May 2011

Embargoed 25 May 2011

POLICE CREDIT UNION BOOT CAMP TO PREPARE STAFF FOR CREDIT UNION CHRISTMAS PAGEANT

Police Credit Union is today, Wednesday 25 May, taking their sponsorship of the 2011 Credit Union Christmas Pageant one step further by putting its staff through 'Pageant Boot Camp' in preparation for the nomination process for the 2011 Credit Union Christmas Pageant Queen and King.

Police Credit Union is proud to again join forces with SA's fellow credit unions and continue to support the Credit Union Christmas Pageant, a fantastic community event and important institution for many South Australian families.

Police Credit Union Chief Executive Officer, Costa Anastasiou said Police Credit Union is pleased to be able to once again give back to the community and be a part of the pageant tradition.

"With the nomination process about to begin for the Credit Union Christmas Pageant Queen and King, Police Credit Union wanted to increase excitement amongst our staff surrounding the event but also the opportunity for a 2011 Pageant Queen and King to come from Police Credit Union," Mr Anastasiou said.

"Police Credit Union encourages its staff to get involved in community initiatives and its sponsorships as much as possible, and the Pageant Boot Camp is a fun initiative to do just that."

"The Pageant Boot Camp will prepare our staff for the serious rigours and responsibilities of being a member of the Pageant Royal Family but also develop hype amongst staff and customers surrounding the pageant, which is a community event we're proud to be associated with."

Police Credit Union is heavily committed to an extensive corporate social responsibility policy through its Plant the Seed Foundation, which include supporting community events, such as the Credit Union Christmas Pageant.

"Police Credit Union has a strong sense of community, which is at the heart of our business, and all of our staff are encouraged to adopt this strong community ethos, so we believe they would all make excellent Pageant ambassadors."

"Following today's Pageant Boot Camp we will be collecting nominations from those staff wanting to be involved, who will be whittled down to a Princess and Prince who will represent Police Credit Union in the judging for the Pageant Queen and King which will be announced in July."

"Once online voting is up and running, we're hoping our members will get behind us and vote for the 2011 Pageant Queen and King to come from Police Credit Union."

Police Credit Union's Plant the Seed Foundation places a strong focus on community support and achieving sustainable social and economic development, fostering social responsibility amongst our members.

PHOTO OPPORTUNITY:

WHAT: Police Credit Union's 'Pageant Boot Camp'

WHEN: Wednesday 25 May, 10 am

WHERE: Adelaide Gaol Heritage Site, 18 Gaol Road, Thebarton

AVAILABLE FOR INTERVIEWS:

Police Credit Union Chief Executive Officer, Costa Anastasiou

Police Credit Union staff members, Jess Clifford and Adrian Ploksts

PHOTO/VISION OPPORTUNITIES:

Police Credit Union staff participating in a series of training drills to prepare them for the rigours and responsibilities of potentially becoming a Credit Union Christmas Pageant Queen and/or King

ENDS

Notes to the Editor:

Video footage of the event will be available to media upon request post event.

For all media enquiries please contact Gray Management Group:

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