

Shelburne, ON - October 09, 2018: PACE Credit Union, a full-service financial institution based in Central Ontario, with a membership base of 40,000 members, opened the doors to their newly renovated branch located at 133 Owen Sound Street in Shelburne on October 6th.

The branch has undergone a complete renovation and in addition to a welcoming teller line, bright offices, a sitting area with fireplace, and a complimentary coffee centre, management and staff are pleased to announce the addition of the town's first drive-thru ATM, slated to be operational this November.

PACE feels the decision to improve the existing branch and add a drive-thru ATM was an easy one. The drive-thru will be the first for a financial institution in Shelburne and will hopefully be a great motivator for existing and potential members to use this convenient value-added service.

VP of Branch Development, Heather Sarnecki shares the idea behind the redesign and the Credit Union's investment in a refreshed space for their loyal membership base. "The Credit Union has been committed to the Town of Shelburne for over 70 years," Heather explains, "Our goal was to enhance the branch experience and maintain the personalized service our members have come to expect."

While many financial institutions are reducing their branch footprint, PACE is committed to providing a space where their members can feel welcomed into a warm environment that encourages them to bank at their pace, without feeling rushed to move along.

Chief Marketing and Community Relations Officer, Dan Coldwell, shares the mindset behind their cooperative banking approach. "We carefully reviewed if we should stay in our current location or move further east with other recent development," Dan explains. "We listened to our members and are proud of our decision to stay in the heart of the community. We have a commitment to support, sponsor and volunteer in the communities that we serve. This is just another way PACE continues to serve the community of Shelburne."

The deserving community of Shelburne has patiently awaited the arrival of its revitalized branch while the team at New Ground brought the newly designed space to life. The dedicated staff of the existing PACE branch worked out of a mobile space during the renovation in order to provide ongoing service to members with minimal disruption.

Branch manager, Tammy Austen adds, "This is an exciting time for our team, our members, and our community. The new branch is important to our future, both in service delivery to our membership and the efficient operations of our management and staff."

PACE staff and management are proud of their efforts and the exciting new branch environment the community of Shelburne can now enjoy together. They invite you to join them on Tuesday, October 16th at 4:30 p.m. inside the NEW SHELburne BRANCH at 133 Owen Sound Street for the grand opening and ribbon cutting ceremony!

About PACE Credit Union PACE Credit Union's Ontario roots trace back over 60 years including the membership of Farm United Co-op, the first credit union incorporated under the new Credit Union Act of 1940. Over the decades, PACE has grown, meeting their members' and community's financial needs. Headquartered in Vaughan, Ontario, PACE serves its 40,000 members holding over \$1 billion in assets through 17 locations. To find out more about cooperative banking at PACE, visit pacecu.ca, follow @PACECU on Twitter, or find us on Facebook.