



YNCU CHOOSES RENEWABLE ENERGY AT KITCHENER HEAD OFFICE LOCATION THROUGH BULLFROG POWER PARTNERSHIP

YNCU will purchase more than 200 MWh of green electricity each year as part of the partnership

KITCHENER, ON | Tuesday, September 12, 2023 - YNCU has partnered with sustainability solutions provider Bullfrog Power to choose green energy for its head office location in Kitchener.

The project was spearheaded by Steve Baker, the Director of Facilities for YNCU. Baker joined the credit union in 2019 as Facilities Manager and moved into his current role in 2022. He's passionate about guiding YNCU's journey to environmental sustainability. He was also a finalist for the Canadian Credit Union Association's Young Leader Award in 2023 for his work promoting sustainability through YNCU's Green Team.

"We're always looking for ways to lower our carbon footprint. Bullfrog Power was a natural fit for us, since they're also a certified B Corporation and have similar values," Baker says.

Through the Bullfrog Power partnership, YNCU will purchase 200 MWh of green electricity each year. The credit union's commitment to green energy will allow them to join other bullfrog powered organizations, like Nature's Way, Rocky Mountain Soap Co. and Flow Alkaline Water.

"When businesses like YNCU commit to a green energy solution, Bullfrog Power ensures that they have a tangible impact on supporting new renewable projects across Canada. We're so pleased YNCU has joined our bullfrogpowered community, and we look forward to deepening this partnership in the coming years," said Suha Jethalal, President of Bullfrog Power.

Prior to the Bullfrog Power partnership, YNCU had taken steps towards more sustainable practices. These included centralized waste bins at locations to cut down on plastic bags,

pollinator gardens at select locations, planting a microforest, and partnering with Sustainable Waterloo Region.

“We need to act now to help our planet,” Baker says. “Projects and partnerships like this can make a huge difference in making our world a better and cleaner place.”

Looking to the future, Baker is looking forward to partnering with other credit unions across the country to add them to this green energy pledge.

“We want to get even more organizations on board and expand our partnership with Bullfrog Power,” Baker says. “We’re looking forward to seeing more projects supported and funded by Canadian credit unions, so we can say we offer the greenest financial system in Canada.”

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ABOUT YNCU

With 17 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$2 billion+ in assets under administration and 53,000 members strong (and growing!), YNCU is one of the largest credit unions in Ontario. As a community-based organization, not only do YNCU’s partnerships and investments make a difference, its employees live and work in the communities they serve. YNCU’s foundation is built on connectedness to the communities where it operates. Yearly the organization sets aside a minimum of 1% of the pre-tax profit earned by the credit union in the previous fiscal year to be used for charitable organizations and associations that share its focus on improving our communities. Together with its members, employees and community partners, YNCU is helping to make life better in the places Ontarians live, work, learn and play!

Website: <https://www.yncu.com/>

LinkedIn: <https://www.linkedin.com/company/yncu>

Facebook: <https://www.facebook.com/YourNCU/>

Twitter: <https://twitter.com/YourNCU>

Instagram: <https://www.instagram.com/yourncu/>

ABOUT BULLFROG POWER

Bullfrog Power, an Envest company, offers smart and sustainable energy solutions that help thousands of businesses and individuals meet their climate goals. In 2005, Bullfrog Power revolutionized Canada’s energy landscape by giving businesses and individuals a green electricity choice for the first time. Bullfrog Power’s team of sustainability experts also offers solutions including power purchase agreements, green natural gas, and green fuel. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability.

Visit bullfrogpower.com to see how their sustainability solutions can power the future of your business, or join the bullfrogpowered community online on [LinkedIn](#), [Facebook](#), [Instagram](#), and [Twitter](#).

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