

WINDSOR-ESSEX REGIONAL Chamber of Commerce

MEDIA ADVISORY

February 19, 2015

Windsor-Essex Regional Chamber of Commerce Hosts What is a Living Wage and How is it Good for Your Business Luncheon

Windsor, ON – Windsor-Essex Regional Chamber of Commerce in partnership with Pathway to Potential (P2P) will host an information luncheon on Tuesday, March 10, 2015 from 11:30 a.m. – 1:30 p.m. at the Caboto Club, 2175 Parent Avenue, Windsor on what is a living wage and how it is good for your business.

Matt Marchand, President and CEO, Windsor-Essex Regional Chamber of Commerce says, “A living wage has long-term economic, social and health benefits for employers, their staff and the community.”

Catherine Ludgate from Vancity Credit Union (Vancouver, BC) will be the keynote speaker for the luncheon and she will speak about the credit union's journey to becoming one of Canada's largest living wage employers, and how this has helped their members and the communities where they live and work.

This luncheon will be the launch of the Windsor-Essex Living Wage campaign. Using the national framework for a living wage developed by the Canadian Centre for Policy Alternatives and other leading experts, Windsor-Essex becomes the 10th community in Ontario and 36th in Canada to launch a campaign.

The luncheon will also recognize five local businesses that have committed to the living wage. The 2015 Champions include ABC Day Nursery, Elite Construction (Windsor) Corp, Motor City Community Credit Union, Spotvin Craft Creative and Suede Productions.

Attend the luncheon to discover why it is a local economic development strategy.

Visit www.windsorchamber.org/events to register online for this event or call (519) 966-3696 Ext. 31 for more information.

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About Windsor-Essex Regional Chamber of Commerce: The Windsor-Essex Regional Chamber of Commerce is the voice of business and professionals in our region. Involved for over 138 years in every phase of community growth, the Chamber works to encourage an economic climate favourable to business and industry. We provide member firms with valuable direct services for day-to-day operations, as well as represent the business, professional and industrial community in its relations with the public sector.

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About Pathway to Potential – Windsor Essex County’s Poverty Reduction Strategy: Pathway to Potential (P2P) works within the community to reduce and prevent poverty in Windsor-Essex. We accomplish this by engaging the community to identify and remove barriers to social and economic resources through education, research and advocacy. P2P is funded by the City of Windsor and County of Essex. P2P participates in a network with other communities across Canada through Vibrant Communities Canada. www.pathwaytopotential.ca

About Catherine Ludgate: Catherine Ludgate is a manager of community investment at Vancity Credit Union. In this role, Catherine has accountability for Vancity’s anti-poverty initiatives, including microfinance solutions that provide access to credit to underserved members of the community, the design and delivery of financial literacy programs for members, and investments in and advocacy for the Living Wage for Families Campaign and the Poverty Reduction Coalition. She holds a masters degree in the management of co-ops and credit unions and served three terms on the board of CCEC credit union, has served on the scholarship committee of the Co-op Housing Federation of BC, and has been an “elder” mentor to youth groups in BC, including Check Your Head, the Global Youth Education Network (genius) and the Power of Hope. She was recently appointed to the national steering committee of the ABLE network.

Vancity About Vancity: Vancity is a values-based financial co-operative serving the needs of its more than 501,000 member-owners and their communities through 58 branches in Metro Vancouver, the Fraser Valley, Victoria and Squamish. As Canada’s largest community credit union, Vancity uses its \$17.5 billion in assets to help improve the financial well-being of its members while at the same time helping to develop healthy communities that are socially, economically and environmentally sustainable. www.vancity.com

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