



For immediate release

New co-op cinema gives front-row view of Canadian efforts to beat global poverty

Ottawa March 1, 2010 – Canadians have a new way to experience the fight to end global poverty thanks to a virtual movie theatre recently unveiled by the Canadian Co-operative Association (CCA) on its website.

"On any given day, Canadians are working in remote corners of the globe to help credit union and co-operative leaders move their communities out of poverty," said CCA media relations manager David Shanks. "We created the CCA Cineplex to give Canadians a window on this largely untold story."

Established in 1909 and one of Canada's longest standing international development agencies, CCA works through co-operative enterprises in over 20 of the world's poorest nations to help their members move out of poverty. Its programs reach more than 2.5 million people in more than 6,400 co-operative enterprises.

Mr. Shanks says the videos, podcasts and blogs available on the Cineplex bridge time zones and language barriers to put viewers in touch with people, places and events at the centre of this important international work.

"Those who would not otherwise travel to such far off places can now make virtual visits to the frontlines of international development and witness the very positive impact Canadians are having on the lives of so many people."

Three such Canadians are delivering compelling first person accounts of their experiences helping credit unions in Malawi and Uganda through a Cineplex feature called The Three Bloggers. Credit union "coaches" Brad Hopfauf, Charlie Collura and Robert Christiansen are on their second CCA-sponsored mission to share their knowledge with credit unions.

Cineplex visitors can also see through the eyes of Moncton journalist Rayanne Brennan how people living in remote villages in Nicaragua, the Western Hemisphere's second poorest nation, are emerging from poverty.

Visit www.cineplex.coopscanda.coop to follow the blogs and view the videos.

Contact:

David Shanks, Manager, Publications and Media Relations
International Development
Canadian Co-operative Association
613-238-6711, ext. 207
communications@coopscanada.coop

visit our website at: www.coopscanada.coop

The Canadian Co-operative Association is a national association for co-operatives in Canada, representing more than nine million co-operative and credit union members from over 2,000 organizations. CCA members come from many sectors of the economy, including finance, insurance, agri-food and supply, wholesale and retail, housing, health and the service sector. CCA provides leadership to promote, develop, and unite co-operatives and credit unions for the benefit of people in Canada and around the world.