

**Newfoundland & Labrador Credit Union and P.F. Collins Recognized as
“Employers of Distinction”**

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February 8th, 2008, St. John's, NL – Newfoundland & Labrador Credit Union and P.F. Collins were recognized yesterday afternoon at the Newfoundland & Labrador Employers' Council's fifth annual “Employer of Distinction” awards banquet. They were selected from a group of eight progressive local employers vying for this highly prestigious award.

The Employer of Distinction Award recognizes employers who go above and beyond the norm when it comes to all elements of the employment relationship including Health and Safety, Compensation and Advancement, Presence in the Community, Stakeholder Awareness, and the overall implementation of Human Resource Best Practices.

Speaking on the recipients, Richard Alexander, Executive Director of the Employers' Council commented, “With a tight labour market, it is becoming increasingly difficult to attract and retain workers. All of today's short-listed organizations have been extremely proactive in making their workplaces great places to work, and because of this, have some of the best and brightest workers on staff in their organizations.”

Other organizations recognized for their accomplishments in the field of human resources and short-listed for the award included Browning Harvey Ltd., C-CORE, Hospitality Newfoundland & Labrador, St. John's Transportation Commission, The Telegram, and Terra Nova Shoes.

An independent judging panel selected the recipients of the award. The Atlantic Canadian law firm of McInnes Cooper was the corporate sponsor of this event.

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