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## **'A Better Way' — the Theme for Co-op Week 2013**

Week coincides with International Credit Union Day

The theme for this year's Co-op Week (Oct. 13-19) is "A Better Way," and the Canadian Co-operative Association (CCA) is encouraging more Canadians to discover the benefits of doing business with a co-operative enterprise.

This could include banking at a credit union, shopping at a co-operative supermarket or filling up at a co-op gas station.

Co-op Week is also a time for co-ops and credit unions to celebrate their roles in strengthening the Canadian economy. The week is held annually to coincide with International Credit Union Day, which is held the third Thursday of every October (Oct. 17 this year).

One example the CCA cites as to how co-ops are "a better way" is their focus on the communities they serve. The CCA points to an Ipsos Reid survey showing co-operatives are more likely than other businesses to support community values (81 per cent), contribute to local economies (78 per cent) and participate in socially responsible practices (76 per cent).

According to the CCA, there are about 9,000 Canadian co-operatives with 18 million members and 150,000 employees. Canadian co-ops generate about \$50 billion in annual revenues, the CCA says.

In a statement, CCA president Bill Dobson underscores the important role co-ops have played in Canada's economy for more than a century and have remained "as relevant today as they ever have been."

“They create jobs, keep wealth in local communities and are driven by such fundamental values and principles as democratic member control and concern for community,” he says.

Denis Richard, president of the Conseil canadien de la coopération et de la mutualité (CCCM), which represents francophone co-ops, echoes this sentiment.

“People often don’t realize that co-ops are part of their daily life. Nearly one-quarter of the food on Canadian plates is produced by a co-op, and four co-operative organizations are among Canada’s largest employers,” he says.

What has your organization been doing in recognition of Co-op Week? To share your story, call 800-294-0051, ext. 23, or e-mail [deron\(at\)axiomnews.ca](mailto:deron(at)axiomnews.ca).

*A version of this article was originally written for the [Alberta Community and Co-operative Association \(ACCA\) news service](#). This repost, for which we received permission, follows the style guidelines of the original post. To learn more about generative newsroom options for your organization or community, please contact [peter\(at\)axiomnews.ca](mailto:peter(at)axiomnews.ca).*