

Northern Credit Union Chooses Aura Loyalty to Provide Prepaid Mastercard to Members

Large Ontario credit union providing Aura, a loyalty and rewards platform to over 70,000 members.

February 14, 2022 – [Northern Credit Union](#) has partnered with Celero to offer the [Aura Loyalty™](#) money management and rewards platform to their over 70,000 members in 28 communities across Ontario.

“Aura’s platform enhances our offering to members by providing a digital experience and rewards solution,” says Liisa Wooley, Senior Vice President of Member Experience at Northern Credit Union.

“Aura is supporting one of Northern’s strategic goals, which is improving financial literacy for our members. This solution enables members to save using the simple financial management and tracking tools that will help them to make smart money decisions. Members also receive rewards with instant cashback for shopping at their favourite stores,” she adds.

Rewarding members for their loyalty

Aura Loyalty is a member-exclusive digital rewards program powered by a free, no-fee reloadable Mastercard® and the Aura Loyalty app. Users will receive instant cashback on purchases made with their Aura Mastercard®, as well as gain access to exclusive offers, benefits, and money management tools, all at their fingertips.

In 2020, Northern Credit Union participated in the credit union-led initiative, [Loyal2Local](#), by providing employees with the opportunity to shop local using Aura. After great success in helping stimulate the local economy through the ongoing pandemic and giving employees the opportunity to participate and demonstrate organizational values, Northern Credit Union has decided to offer Aura to their members.

Northern Credit Union is transitioning their existing Loyalty Program to Aura’s digital platform which will allow members to take advantage of discounts, rewards and financial wellness features available through the innovative solution. Local businesses will also benefit from this program by setting up exclusive product and service offers on the Aura Loyalty app, which will encourage users to shop with them.

“Working with Northern Credit Union through the Loyal2Local program and creating a plan to transition their existing loyalty program to Aura has provided great insight into new possibilities and use cases for Aura. We are excited to take these learnings and use them when implementing Aura at other Canadian credit unions,” says [Ali Bukhari](#), Senior Product Manager, Payments and Cards at Celero.

For more information, visit [auraloyalty.ca](#), [contact us](#) or reach out to your Celero Account Executive.

About Northern Credit Union

Northern Credit Union is a full-service, locally operated financial institution, offering personal and commercial products and services and financial planning expertise to more than 70,000 member shareholders. Serving 28 Ontario communities, Northern is committed to educating members about financial literacy and providing the tools to help members achieve their financial goals. For more information, visit [northerncu.com](#).

About Celero

Celero is a leading provider of digital technology and integration solutions to credit unions and financial institutions across Canada. Clients trust Celero's proven track record delivering innovative banking technologies, digital and payment solutions, cloud computing, outsourcing, IT and advisory services. Celero offers reliability and security through its world-class hosted banking system and data center operations. With key partnerships across the globe, Celero also brings the scale and extensive capabilities of multinational technology companies and the focused expertise of fintech startups. For more information, visit celero.ca.