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## **Coastal Community Credit Union Launches New High Interest Savings Account**

For immediate release

**Vancouver Island, BC** - If you think you need big bucks and will have to give up access to your funds in order to get a high interest savings account, think again. That's the message Coastal Community Credit Union wants to get out today following the launch of its new High Interest Savings Account.

"We're thrilled to be able to introduce a flexible high interest savings account to our members," says Joe Cristiano, Coastal Community's Senior Vice President of Marketing. "Over the last few years, we've seen more and more demand for this type of savings product."

The real strength of Coastal Community's new offering is accessibility. When members choose Coastal Community's High Interest Savings Account they'll be able to deposit and withdraw funds anytime they choose using any of the Credit Union's existing access channels.

"With our new High Interest Savings Account, there aren't any third party websites to check, extra statements to open, or inconvenient processing delays to slow members down," explains Cristiano. "Members will be able to see all their transactions in one place, and easily transfer funds between accounts. And in the event they need to make changes to their account, or withdraw funds in an emergency, they can easily do so through an ATM or any of the Credit Union's 22 branch locations."

"This account is a great way to maximize whatever money you have—even if you only have it for a limited period of time," says Cristiano.

In addition, members can take pride in knowing that by choosing Coastal Community's new High Interest Savings Account, they're also investing in their community. Member-owned and operated, Coastal Community Credit Union is well known for its support of local causes and initiatives. In 2007, the Credit Union gave away over \$300,000 through sponsorships and donations within Vancouver Island communities from Victoria or Port Hardy.

The account's features are comparable to high interest savings accounts offered by larger banks, like a 3.30% interest rate and no monthly service charges, which are intended to help members reach their savings goals faster than with a traditional savings account.

"Saving for the future is something we should all be doing" says Cristiano. "Coastal Community's High Interest Savings Account encourages people to save because there's no minimum balance required. Members can literally start with the money in their piggy banks."

To help celebrate the new account, Coastal Community Credit Union will be giving away \$500 to one lucky new High Interest Savings Account holder every week between March 17 and May 3. Full product and contest details are available online at [www.cccu.ca](http://www.cccu.ca).

**About Coastal Community Credit Union**

Coastal Community Credit Union is Vancouver Island's largest regionally-based credit union and has been supporting Island communities for more than 60 years. With more than 80,000 members, 650-plus employees, and over \$1.4 billion in assets, Coastal Community offers complete financial services and solutions through a growing network of community branches, insurance offices, business and financial planning locations across Vancouver Island. For more information, visit Coastal Community Credit Union on the web at [www.cccu.ca](http://www.cccu.ca).

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