



## **Coastal Community Taking Donations on Behalf of The Canadian Red Cross for BC Fire Victims Find out where to donate and how you can help**

**Thursday, July 13, 2017 – Vancouver Island & the Gulf Islands, BC:** In response to the devastating fires that are currently raging across British Columbia, Coastal Community will be accepting donations on behalf of The Canadian Red Cross, to be directed to their relief efforts across the province. Coastal Community is working with other BC and Ontario credit unions on a coordinated effort to support the communities in BC's interior that have been impacted.

The fires continue to threaten multiple communities across British Columbia. Thousands of families have already been forced from their homes, while thousands more are preparing to leave on a moment's notice. The Red Cross is working towards meeting the urgent needs of those who are most affected by the fires.

Donations made to The Canadian Red Cross will help provide immediate relief items such as cots and blankets, in addition to providing financial assistance so individuals and families can get the food, clothing and shelter they need to help them recover from this tragedy. The families affected by this devastation may be displaced for weeks, even months, until they have a permanent home to return to, making financial assistance integral for long-term recovery and resiliency.

"Our members, clients and employees often look to us as a place where they can donate funds, knowing it will be delivered to where it is needed most. We want to help support the families and individuals that are affected from the wildfires and we invite members and non-members to donate where they can," says Allyson Prescesky, Manager of Community Experience and Communications with Coastal Community Credit Union.

If you wish to donate, please stop by any Coastal Community Credit Union or any Coastal Community Insurance location and one of our employees will be happy to assist you. Donations can also be made [online](#) through the Credit Unions of BC and Credit Unions of Ontario portal. Tax receipts for donations of \$20 or more will be issued.

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About  
COASTAL COMMUNITY CREDIT UNION

***Improving financial health, enriching lives, and building healthier communities...*** These are at the core of who we are and what we do at Coastal Community Credit Union (CCCU). With these as our focus areas, we continued to grow our position as the largest financial services organization based on Vancouver Island and the Gulf Islands, while remaining among the largest credit unions in British Columbia when measured by asset size.

In order to help our members and clients improve their financial health, CCCU's family of companies offers a wide range of products, services and expertise in personal, business and commercial banking, general and commercial insurance\* and wealth management\*\*. Across the Islands, we operate 23 branches, 16 insurance offices, four regional business centres, one centralized contact centre (1.888.741.1010) with extended service hours, plus a team of mobile experts and a full range of online and mobile services. CCCU was the first to bring cutting-edge Interactive Teller Machine technology to the Island and continues to add new innovations to simplify finances—and life. By really listening and understanding, and then providing meaningful solutions, Coastal Community's 600-person-strong team is able to help our members and clients achieve their financial and life goals.

As a 100% Island-based business, we're committed to making meaningful differences in the places we call home. Our Building Healthier Communities Fund has provided hundreds of thousands in seed money to activate dozens of local community betterment initiatives. CCCU is also an award winning organization, having most recently been recognized as one of B.C.'s Top Employers.

Want to learn more? Visit [cccu.ca](http://cccu.ca) or join us on our Facebook and Twitter pages.

\*References to "insurance" in this article refer to the insurance services provided through Coastal Community Insurance Services (2007) Ltd., which is a wholly owned subsidiary of Coastal Community Credit Union

\*\*References to "wealth management" in this article refer to the financial planning and investment services provided through Coastal Community Private Wealth Group, a division of Coastal Community Financial Management, Inc. which is a wholly owned subsidiary of Coastal Community Credit Union