

Coastal Community Credit Union Donates \$2,500 to Qualicum Beach Farmer's Market

Friday-June 23, 2017 — Vancouver Island & the Gulf Islands: As part of our Building Healthier Communities Fund (BHCF), Coastal Community Credit Union would like to congratulate the Qualicum Beach Farmer's Market, for being selected as a recipient of \$2,500 towards their initiative. Every year, our BHCF provides approximately \$90,000 in one-time seed money for organizations that contribute to building healthier island communities. These initiatives have long-term effects that support a broad range of people, are sustainable, and make an impact on one of our Island communities. Coastal Community is excited to announce Qualicum Beach Farmer's Market as one of our many Building Healthier Communities Fund recipients.

Qualicum Beach Farmer's Market

"We've chosen to fund the Qualicum Beach Farmer's Market 20th Anniversary Rebranding Campaign, in support of the Farmer's Market's advertising initiative. The Qualicum Beach Farmer's Market is open year round and works tirelessly to support members of its community and local economic development in the Oceanside community. With this funding, the market will be modernizing their brand while respecting their roots, in an effort to attract more shoppers and potential vendors", says Allyson Prescesky, Manager, Community Experience and Communications with Coastal Community Credit Union.

"The Qualicum Beach Farmer's Market supports food sustainability, community economic development, and keeping money local. They also offer a young entrepreneurs initiative that invites young residents to sell items that they have made, baked, or grown themselves at a free table. The local schools have advertised this opportunity and a few young entrepreneurs have contacted the market already.

This organization believes the rebranding of the farmer's market will bring in more local vendors and tourists, creating a more engaging and thriving environment. The rebranding funding will be used to refresh the market's advertising, including sandwich boards, custom branded flags and graphic design and rebranding using their current logo created by local artist and vendor, Peggy Burkosky, as inspiration.

The Farmer's Market will continue to promote economic development and sustainability, in addition to community engagement. As a Building Healthier Communities Fund initiative, we are proud to support our common goal of making a meaningful difference in our communities", adds Prescesky.



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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 or join us on our Facebook and Twitter pages.