



## Coastal Community Funds Healthy Food Project for LUSH Valley

**Monday-October 02, 2017 – Vancouver Island & the Gulf Islands:** Coastal Community is pleased to announce that through its Building Healthier Communities Fund (BHCF), LUSH Valley Food Action Society will receive a \$3,520 grant. The funds will support the society's new Community Kitchen "on-the-go" kits, ensuring their Healthy Food Program facilitators will be able to deliver quality programming across the region.

Since 2014, BHCF has given hundreds of thousands of dollars in seed money to help dozens of local organizations fund long-term initiatives that contribute to building healthier Island communities. BHCF looks for projects that support a broad range of people, are sustainable and make a difference to a local community. LUSH Valley's executive director, Maurita Prato, was thrilled when their project made the cut.

The news was especially welcome as the organization lost its community space a few years ago. By retooling their strategy, LUSH Valley turned the problem into an opportunity. They now deliver their programming in community centres, schools and other communal spaces across the region, serving more people than ever. "These new On-the-Go Community Kitchen kits are such a blessing to LUSH and the community, and will go a long way to supporting our healthy food programs," noted Prato.

The organization's goal is to expand people's relationship with healthy, culturally appropriate food by providing opportunities to explore food knowledge, skills and security. The Island's relatively mild winters, rich soils and proximity to the ocean allow the facilitators to take advantage of many local seasonal foods while teaching food literacy. LUSH Valley delivers its message to all ages, but Prato is proud that many of the healthy food programs are youth-focused.

"It has to be one of the most rewarding things to do, watching kids get excited about being involved with healthy food. Knowing that we are encouraging healthy habits for a lifetime and having fun doing it is a great feeling," she said.

That emphasis on developing and nurturing Island youth fits beautifully with Coastal Community's core values, according to Allyson Prescesky, Manager, Community Experience and Communications with Coastal Community.

"Creating a safe space for our young people to share and celebrate healthy food is a wonderful illustration of making a difference in the communities we call home," she said.

For more information on our Building Healthier Communities fund, please visit [www.cccu.ca](http://www.cccu.ca).

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COASTAL  
COMMUNITY

About

TOGETHER, LET'S DO  
GREAT THINGS

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 [ccu.ca](http://ccu.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