
FOR IMMEDIATE RELEASE
October 8, 2008

The Spirit Lives at Coastal Community Credit Union Day Games **Everyone invited to celebrate the Spirit of Co-ops**

VANCOUVER ISLAND, British Columbia — October 14–17 is Co-op Week and Thursday, October 16 is International Credit Union Day, a time for co-operatives and credit unions across Canada and the world to acknowledge their rich heritage and the important contributions that credit unions make at home and abroad.

To honour the occasion, Coastal Community is hosting the ‘CU Day Games’ – a day of fun, co-operative games organized by the Credit Union’s staff. “Each branch – or village – is holding different activities and members can challenge their favourite employee to a little friendly competition,” says Michelle Vogelgesang, Coastal Community’s Associate Vice President of Marketing and Community Investment. “Everyone is invited to join us at any Coastal Community location on Thursday October 16th to celebrate the advantages of belonging to a home-grown financial institution that focuses on enriching the local economy.”

While banks and bank customers might wonder what all the fuss is about, Coastal Community’s CEO and president, Garth Sheane believes there is plenty of cause for celebration. “We have so many reasons to celebrate and be proud,” explains Sheane. “Credit Union Day is a time to get together with our employees, members and communities to celebrate the co-operative spirit and democratic values at the heart of the ‘credit union difference’.”

In keeping with their co-operative principles, Coastal Community is committed to supporting the social, economic and environmental well-being of the communities it serves. A long-time supporter of the YES! Camp – a leadership training program for BC youth made possible through the support of the province’s co-operative and credit union movement – Coastal Community is holding a virtual torch relay throughout Co-op Week to raise money to send youth to the 2009 camp. For a minimum donation of only \$1, members can buy a YES! Camp torch, available at any location and Coastal Community will match the donations raised up to \$2,000. As the kilometers add up and donations come in, the torch will travel in a virtual relay from one location to the next – 1,000 kms north and back again – moving Vancouver Island youth closer to attending YES! Camp.

“We need your help to send a young person in your area to the YES! Camp,” appeals Vogelgesang. “It’s our goal in 2009 to enable youth from every school district in the communities we serve to have this fantastic experience!”

“Like many credit unions, Coastal Community has evolved a lot over the years,” says Sheane. “What hasn’t changed -- and never will -- is our commitment to community and to putting people first. These are our reasons for being, and these are our reasons for celebrating.”

Drop by any Coastal Community location on Thursday, October 16 to celebrate the spirit, values, employees, members, clients and partners that make our communities better places to live, work and play. Visit your local Coastal Community branch or www.cccu.ca for times and locations and let the ‘CU Day Games’ begin!

About Coastal Community Credit Union

Serving Island communities for more than 60 years, Coastal Community Credit Union is Vancouver Island’s largest regionally-based credit union. With more than 80,000 members, over 600 employees, and \$1.5 billion in assets, Coastal Community offers complete financial services and solutions through a growing network of credit union, insurance, investment and business service locations across Vancouver Island. Passionate about the communities it serves, Coastal Community supports community through various programs and dedicated employees. For more information, visit us on the web at www.cccu.ca.

-30-

Media Contact:

Laurie Vosters, Communications Specialist
Coastal Community Credit Union
T: 250.716.2819 E: laurie.vosters@cccu.ca