



TOGETHER, LET'S DO GREAT THINGS

Coastal Community Taking Donations on Behalf of The Canadian Red Cross for BC Fire Victims

Thursday, August 23, 2018 – Vancouver Island & the Gulf Islands, BC: With over 560 wildfires raging in BC, thousands of BC residents have been impacted by wildfires, poor air quality and evacuation orders. Many are in urgent need of assistance, and to aid the relief effort, Coastal Community will be accepting donations to the BC Fires Appeal on behalf of the Canadian Red Cross.

Three of the five largest BC fire seasons have happened in the last four years, with 2017 setting a record of 1.2 million hectares burnt. In comparison, this year's fires are smaller, with over 600,000 hectares burned to date, but there are more of them. On August 15th, the province declared a state of emergency, which will remain in effect for 14 days, but can be extended if necessary. As of August 18th, people living in more than 2,800 properties have been ordered to leave, while 11,300 more properties are under evacuation alerts.

"When we experience the kind of wildfire seasons we've had in the last few years, our members, clients and employees often look to us as a place where they can donate funds, knowing they will be delivered to where they are needed most," said Allyson Prescesky, Senior Manager, Community and Communications, with Coastal Community.

Anyone who wishes to donate can stop by any Coastal Community Credit Union location, where an employee will be happy to assist. Donations can also be made [online](#) through the Red Cross site. Tax receipts for donations of \$20 or more will be issued directly from the Red Cross, and all donations to the charity will be matched dollar-for-dollar by the BC government up to a total of \$20 million until October 12, 2018.

Working alongside provincial and local governments and Indigenous leaders, the Red Cross will use the funds for immediate and ongoing relief efforts, long term recovery, resiliency and preparedness for future events in British Columbia and Yukon, including consequential events related to the fires.

Much of BC remains under an air quality advisory due to smoky skies. Residents can keep an eye on air quality risks by visiting the [Air Quality Health Index](#).

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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 continue 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.

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 24 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. CCCU continues to help build healthier communities in part through donations, sponsorships, scholarship and fundraising efforts totaling over half-a-million dollars each year.

Want to learn more? Visit 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