



**For immediate release**

## **Coastal Community Credit Union's Community Connection Councils Provide Opportunity to Make a Difference.**

**August 1, 2008, Vancouver Island** - Do you make a difference? Then Coastal Community Credit Union needs you. The Credit Union is looking for members who are passionate about their community to serve on a Community Connection Council in their area.

The Councils provide a vital link to the communities the Credit Union serves. "They are our fingers on the pulse" explains Joe Cristiano, Coastal Community's Senior Vice President of Marketing. "They provide us with a deep understanding of local needs and issues, and help us direct funding and resources accordingly. They also help us shape community policy. Recently, we solicited their input into the development of our Corporate Social Responsibility strategy to ensure that it addresses key areas of community and regional concern."

Supporting community passion is at the heart of the Credit Union's Community Connection Councils, and Council volunteers epitomize that passion. Most have a long track record of community service, are in touch with local needs and issues and are actively engaged in effecting positive change in their communities.

The Community Connection Council program's holistic approach includes the Credit Union's Board and employees who play an active role to help identify potential Council candidates. In Campbell River, Willow Point Branch Manager, Shauna Helson, thought Sterling Campbell would be an ideal Council member, so she approached him to apply. "I was honoured to be considered and excited by the opportunity", says Campbell. "As a Council member, I'm empowered to encourage groups to apply to the CSF. Many small non-profits find it daunting to access a program like this. The Councils help bridge that gap."

Like Campbell, Terry Whyte was also 'pleased' to be asked if he'd be interested in applying for the West Coast Council by (then) Port Alberni Branch Manager, Rita Henri. "Since the Credit Union's merger, this kind of grassroots initiative is more important than ever because it keeps the Credit Union grounded in community as it grows." says Whyte.

Oceanside Council member, Ken McCready was attracted to the program because it offered the opportunity to help direct funding in a way that might have the 'maximum good' in the community. "The Councils ensure that funding allotment is truly reflective of the community's needs and issues."

One thing all three agree on when asked about their experience on the Councils, is that it is extremely rewarding. McCready adds, "If you're considering applying, I would highly recommend it – it's very fulfilling."

Last year, Coastal Community launched three Councils in the Campbell River, Oceanside, and West Coast areas with great success. The Credit Union is now accepting applications until August 31 to form four new Community Connection Councils in the following communities it serves: Comox Valley (Comox and Courtenay); Nanaimo (Nanaimo and Gabriola Island); North Island (Alert Bay, Port Hardy, Port McNeill, and Sointula); and South Island (Chemainus, Duncan, and Victoria) . In addition, the Credit Union is still seeking volunteers to round-out the Campbell River (Campbell River and Willow Point) Community Connection Council.

So, if you're passionate about your community and you'd like to make a difference, consider serving on a Community Connection Council in your area. For more information on how to become a Council volunteer, or to apply, visit [www.cccu.ca](http://www.cccu.ca) or drop by any Coastal Community branch.

**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 almost \$1.5 billion in assets, Coastal Community offers complete financial services and solutions through a growing network of credit union, insurance, investment and business services centres 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](http://www.cccu.ca).

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