

Media Contact:

Laurie Vosters
laurie.vosters@cccu.ca | 250-716-2819

FOR IMMEDIATE RELEASE

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Coastal Community Directors “Up the Ante” to Help Haiti

Vancouver Island, BC CANADA: It’s “game on” for Canada’s Credit Union Boards. The Board of Vancouver Island-based Coastal Community Credit Union is challenging the Boards of Canada’s 425 credit unions to match or exceed their personal collective donation of \$2,000 for the Red Cross Haiti Relief.

Like people everywhere, Coastal Community’s Board was horrified when a devastating earthquake struck Haiti on January 12th. But shock quickly gave way to action, as the Credit Union’s members, employees, directors, and the communities they serve banded together to help the victims of Haiti.

Inspired by their employees’ and members’ efforts, Coastal Community’s twelve-person Board pooled their personal resources toward the Credit Union’s fundraising efforts. Then they got creative!

“What better way to leverage the credit union system’s co-operative strength than with a fundraising challenge. It’s an opportunity for us all to demonstrate our shared credit union values,” says Susanne Jakobsen, Chair of Coastal Community’s Board of Directors. “A little friendly competition can be healthy, especially when it’s for such an important cause.”

To date, Coastal Community’s employees and members have raised over \$25,000 for the Red Cross Haiti Earthquake Relief at its 26 locations across Vancouver Island and the Gulf Islands. In addition to the Red Cross fundraising, the Board approved a \$10,000 corporate donation to the Co-operative Development Foundation (CDF) who, in partnership with the World Council of Credit Unions (WOCCU), is providing direct assistance to Haiti’s 175 credit unions and their nearly half-million members.

“I am so proud of our members, employees and communities,” says Jakobsen. “As soon as the first news reports were pouring out of Haiti, they were asking how we could help, and they’ve been rising to the challenge ever since.”

“The ability to help people and make a meaningful difference in our communities, including the global community, are the main reasons I became a Credit Union Director”, adds Jakobsen. “It is immensely rewarding to be part of an organization, and a movement, that doesn’t hesitate to reach out to those in need--even when those people are across the globe.”

Those who want to maximize their contribution had better hurry. The Government of Canada has committed to matching Canadians’ donations to registered charities until February 12th.

To find out more about how you can help by donating to the Red Cross or the CDF visit www.cccu.ca. Or, for an extensive list of other organizations raising funds for Haiti, visit the CBC’s website at www.cbc.ca/haitirelief.

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About Coastal Community Credit Union

Serving Island communities for more than 60 years, Coastal Community Credit Union is the largest Credit Union based on Vancouver Island and the Gulf Islands. With more than 80,000 members, 650-plus employees, and over \$1.6 billion in assets, Coastal Community offers complete financial services and solutions through an extensive network of personal banking, insurance, investments, and business services centres across Vancouver Island and the Gulf Islands. Passionate about the communities it serves, Coastal Community supports community organizations through various programs and the volunteer efforts of its dedicated employees. Visit us on the web at www.cccu.ca.

For more information contact:

Laurie Vosters, Communications Specialist
Coastal Community Credit Union
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