



**COASTAL
COMMUNITY**



Media Advisory

Media Contact:

Allyson Prescesky,
Manager, Community Experience and Communications
allyson.prescesky@cccu.ca

FOR IMMEDIATE RELEASE

February 07, 2012

Coastal Community Helps the Nanaimo CDC Enrich the Lives of Local Children



Photo caption: Michelle Kocourek, Resource Developer, and Pam McAdam, Program Director for the Nanaimo Child Development Centre (centre), accept a donation from Jenna Rutherford (left) and Rebecca Leigh (right) on behalf of Coastal Community as part of their ENRICH program.

As a part of the celebration of being named a Top 50 Best Employer in Canada for 2011, Coastal Community launched a one year initiative called 'The ENRICH Project.' "The program is simple," says Allyson Prescesky, Manager, Community Experience and Communications at Coastal Community. "\$50,000 was allocated to help our employees make a visible and meaningful difference in our communities. We asked our employees to work together with at least one other employee and in partnership with a community organization to help build a healthier community. Employees then voted on which projects they were passionate about supporting."

The Nanaimo Child Development Centre received \$4,000 through Coastal Community's ENRICH Project. "Our employees believe in the amazing work the Child Development Centre does to help children with developmental delays and their families to build on their strengths and develop new skills," says Prescesky.

“Therapeutic equipment purchased through the Coastal Community ENRICH Project allows us to help children in their lives to obtain the therapy and support they need, and grow to their optimum development, which enriches our community,” says Michelle Kocourek, Resource Developer for the Nanaimo Child Development Centre. “The need for our services is great—our waitlist now stands at over **300 children** waiting an average of 12 months for some services.”

Coastal Community is proud to be supporting the Nanaimo Child Development Centre and has an employee volunteer day scheduled at the Centre for the spring.

-3-

About Coastal Community

Serving island communities for over 60 years, Coastal Community has grown to be the largest financial services organization based on Vancouver Island and the Gulf Islands. With more than 80,000 members, 650-plus employees and over \$2 billion in assets under administration, Coastal Community offers caring and helpful service through an extensive network of personal banking, insurance*, investment and business services centres. We’ve been named one of Canada’s 50 Best Employers two years in a row, and we are passionate about building stronger relationships with our members, clients, employees and communities to improve financial health, enrich people’s lives and build healthier communities. Visit us on the web at www.cccu.ca.

**Insurance services provided through Coastal Community Insurance Services (2007) Ltd.*