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**FOR IMMEDIATE RELEASE**

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## **Credit Union Members are saying Yes across Vancouver Island**

**VANCOUVER ISLAND, British Columbia** — It's a special time of year for credit union and co-op members. October 13-16 is Co-op Week around the world, and is a time to recognize the rich heritage and important contributions that credit union and co-operative organizations make to local communities through their unique business and community values.

On Vancouver Island and the Gulf Islands, Coastal Community Credit Union brings those co-operative principles home. Supporting members, employees, and the well-being of the communities they serve is the daily focus in personal and business banking, insurance or investment locations across the islands, where complete financial solutions and community support programs give Islanders a conscientious financial choice.

"We have so many reasons to be proud, and Credit Union Day is a time for us to celebrate what makes us different with our members, our employees, and the community. Coastal Community has evolved over the years, and we will continue to build on our proud legacy of caring and helpful service, our cooperative values, and our commitment to the people and communities we serve," says Adrian Legin, Coastal Community's President and CEO.

The visible and meaningful difference that is at the heart of Coastal Community's employees will be celebrated with members and clients on Credit Union Day, Thursday, October 15. This year, the Credit Union is demonstrating their community values with a campaign called "Just Say Yes". Coinciding with Credit Union Day will be the launch of Coastal Community's 2010 "Island Gems" calendar, with all proceeds from calendar donations to be directed to send a number of youth from Vancouver Island and the Gulf Islands to attend The Yes Camp next year. A leadership training program for BC youth, The Yes Camp is made possible through the support of the province's co-operative and credit union movement.

In a similar initiative last year, Coastal Community, its members and employees raised over \$6,000 to sponsor 11 youth to attend The Yes Camp. Describing a life changing experience, one camper named Zoe talked about its importance for her future, saying "I learned all about communication, leadership, co-operation, environmental issues and self-awareness."

Coastal Community invites members, clients and the general public to support this initiative once more, by making a donation at any Coastal Community location, from Victoria to Port Hardy, during Co-op Week.

All Islanders who would like to support this initiative - or pay tribute to co-operative, community-oriented business values - are welcome at any Coastal Community location on Credit Union Day, Thursday, October 15<sup>th</sup> to mark this important day and join in celebratory activities. More information can be found on the Coastal Community website at [www.cccu.ca](http://www.cccu.ca).

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## **Credit Union Day and Co op Week Backgrounder**

### **About Credit Union Day and Co op Week**

International Credit Union Day has been celebrated annually on the third Thursday of October since 1948. The Canadian Cooperative Association's predecessor, the Cooperative Union of Canada made Coop Week a national event in Canada in 1982. For more information, visit the Canadian Cooperative Association website at <http://www.coopscanada.coop/en/orphan/Co-op-Week-2009>

### **Yes! Camp**

The Rainbow Youth Excellence Society (RYES) is a charitable, non-partisan organization that provides exceptional leadership training to British Columbia's youth through the support of the province's co-operative and credit union movement. The RYES organization has its roots in the co-operative system and continues to educate youth on leadership and co-operative principles and values through The YES Camp (located in the Cowichan Valley) every year.

### **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 650 employees, and \$1.5 billion in assets, Coastal Community offers complete financial services and solutions through a growing network of personal banking, insurance, investment and business services centres across Vancouver Island. Passionate about the communities it serves, Coastal Community offers support to community organizations through various programs and committed employees. For more information, visit us on the web [www.cccu.ca](http://www.cccu.ca).