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**FOR IMMEDIATE RELEASE**

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***Island Gems* Calendar will Help Send Kids to Camp**

**Vancouver Island & the Gulf Islands, BC CANADA-** Despite the autumn leaves, the shorter days, and the cooler weather, at Coastal Community Credit Union, thoughts are turned to summer—more specifically, summer camp.

Beginning October 18<sup>th</sup>, the start of International Co-op Week, you can once again help Coastal Community send local youth to YES camp. As in years past, our fundraising efforts centre on the 2011 edition of the employee-photographed *Island Gems* calendar. Now in its fourth year, this popular calendar is available at all of our locations for a suggested donation of \$1, with full proceeds going towards YES camp sponsorships.

In addition to fun activities like swimming and kayaking, YES campers learn the meaning of leadership and teamwork at this co-operative youth retreat located in Lake Cowichan. “Co-operation is a fundamental value of Coastal Community,” remarks Susanne Jakobsen, Coastal Community’s Board Chair. “During this special time meant to commemorate the spirit of co-operation, it makes perfect sense to fundraise for a program that fosters this value in our future leaders.”

“We are very proud to be enriching the lives of our local youth through YES Camp sponsorships, made possible with the fantastic support of our members, clients, employees and community members,” says Allyson Prescesky, Manager of Community Experience and Communications at Coastal Community.

Remarks past YES Camper Maia Windrim, “At the YES Camp, I rediscovered a different side of myself that I haven’t seen in a long time, and I found a new hunger for creating good changes in the world.”

We also invite the members and clients of our banking, insurance, investment and business service centres to help us celebrate Credit Union Day on Thursday October 21<sup>st</sup>. There are many prizes to be won, and refreshments will be served at all of our locations. For more information, please visit our website at [www.cccu.ca](http://www.cccu.ca).

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**About Coastal Community**

Serving island communities for over 60 years, Coastal Community Credit Union has grown to be the largest Credit Union 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 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](http://www.cccu.ca).