



Coastal Community Shares its Community Spirit

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Nanaimo, B.C.: The spirit of sharing is in action at Coastal Community Credit Union this holiday season.

“Sharing our Community Spirit” is an organization-wide charitable initiative that is underway at Coastal Community locations in Nanaimo, as well as across Vancouver Island and the Gulf Islands. From now until Christmas, Coastal Community employees will be supporting a variety of local causes through in-house initiatives, and are welcoming the support of members, clients, and the general public.

“I am incredibly proud of how Coastal Community employees from Port Hardy to Victoria are making a meaningful difference in the lives of those in need in their communities,” remarks Joe Cristiano, Coastal Community’s Chief Community & Marketing Officer. “Our employees donate their time, expertise, and support to many worthy causes throughout the year, but their efforts come in full force in December because the need is so great.”

It started as separate charitable traditions occurring at Coastal Community’s insurance, business centre, investments, and credit union locations each holiday season. This year, these community-enhancing activities are celebrated under the united initiative, “Sharing our Community Spirit.” Employees at Coastal Community locations in the Nanaimo area are committed to showing their support for this organizational cause, in their own unique ways.

The Southgate branch is hosting a Salvation Army kettle and food hamper, and is also taking supplies and donations for Walker’s Animal Rescue Centre. In addition, Southgate employees are showing support for the Haven House by doing their own internal fundraiser.

The “Sharing our Community Spirit” initiative inspired us,” says Victoria Hardy, Southgate’s assistant manager. “We were motivated to extend our community spirit in as many ways as we could this holiday season.”

Downtown at the Harbourfront branch, employees have organized a drive to collect cold weather gear for the community’s homeless, as well as a food drive. The Bowen Road branch has partnered with Coastal Community’s Nanaimo Business Centre to organize an “angel tree”, a unique Christmas tree decorated with gift tags containing the ages of children, from toddler to teenager. People are invited to select a gift tag and replace it with an unwrapped gift appropriate for the chosen age group in support of the Salvation Army. “We enjoy watching the

gifts under the tree grow through the generous help of employees, members, clients, and the public,” says Kristie Schulz, assistant manager at the Bowen Road branch.

Coastal Community’s Hammond Bay branch has a food drive for Loaves and Fishes underway. In addition to non-perishable items, diapers, toiletries, and clothing are also being accepted. On Gabriola Island, a gift basket has been donated to the island’s Volunteer Firefighter’s Association Christmas dinner. Donations are also being accepted at the branch for the Gabriola Christmas Bureau.

Administrative departments of Coastal Community are also getting into the spirit of giving. The information services department is showing support for the “Sharing our Community Spirit” initiative through a technological device near and dear to them—computers. The department held an internal laptop lottery as their fundraising initiative, benefiting local food banks, as well as a Nanaimo family in need. “Our department was excited to lend a hand to the “Sharing our Community Spirit” initiative,” remarks Jackie Hushagen, Coastal Community’s systems manager. “We had some spare inventory, and this was the perfect opportunity to use them for a worthwhile cause.”

Food, toy, and coat drives are occurring in Coastal Community departments such as administration, marketing, finance, credit recovery, lending services, and central operations. Coastal Community’s broker centre is fundraising for Angels in the Night, a charity that provides amenities for Nanaimo’s homeless. The human resources department is asking for a “toll” from anyone wishing to use their boardroom in the form of an unwrapped toy or non-perishable food item.

Coastal Community employees are excited to put their spirit of giving in action this holiday season, and invite anyone interested in making a donation or contribution to talk to a Coastal Community Representative. “We wish the best to everyone during the holidays,” concludes Cristiano, “and welcome our members, clients, and the public at large to share their community spirit by donating what they can this Christmas season.”

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. For more information, visit www.cccu.ca.

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For more information contact:

Olivia Mongard, Communications Specialist
Coastal Community Credit Union
olivia.mongard@cccu.ca 250-716-2834



Southgate employees are proud supporters of the Haven House during “Sharing our Community Spirit”



Employees from Coastal Community's Bowen Road branch in front of their Angel Tree