



Community Spirit Shared Across the Islands

FOR IMMEDIATE RELEASE

January 13, 2010- Vancouver Island Coastal Community Credit Union's "Sharing our Community Spirit" initiative garnered almost \$15,000 in donations and 1,387 pounds of food for communities across Vancouver Island and the Gulf Islands.

"I am proud of the strong community spirit and leadership shown by Coastal Community employees and friends," remarks Adrian Legin, Coastal Community's President and CEO. "The effort and commitment given to 'Sharing our Community Spirit' translated into a real difference in the well-being of our fellow citizens and communities."

The December-long initiative saw Coastal Community employees organize and host a variety of in-house charitable activities and offer their volunteer assistance to numerous organizations. Hundreds of islanders in need were supported during the initiative with Christmas hampers, family sponsorships, hot meals, warm coats, and gift and toy donations. In total, community spirit was shared with 27 charitable organizations. Coastal Community's members, clients, and the public also showed generous support towards "Sharing our Community Spirit."

"I would like to thank everyone who was able to help those people in need over the Christmas holidays," says Joe Cristiano, Coastal Community's Chief Community & Marketing Officer. "I especially would like to thank our helpful and caring employees—their energy and ongoing commitment to our communities helped make 'Sharing our Community Spirit' an overwhelming success."

The initiative comes on the heels of Coastal Community's Employee Payroll Giving Program, which encouraged employees to make one-time or year-long paycheck donations to local United Way causes. The projected fundraising total for the payroll program exceeds \$14,500.

Though "Sharing our Community Spirit" may be over, its success will no doubt fuel employees' future charitable efforts. Concludes Cristiano, "At Coastal Community, we look forward to a new year filled with new opportunities to make a meaningful difference in the communities we serve."

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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