

Sharpen the Scissors! Coastal Community Revives Head Shaving Event to Support NLSF

August 21, 2013 – Nanaimo, BC: - The Nanaimo-Ladysmith Schools Foundation (NLSF) and Coastal Community Credit Union are once again partnering to raise funds for the Foundation's *Stock the Lockers* campaign. NLSF's campaign goal is \$50,000, which will go towards purchasing school supplies for youngsters in need within the Nanaimo-Ladysmith school district.

Back by popular demand is Coastal Community's *Stock the Lockers* head shaving fundraiser, which takes on a tiered approach this year. If Coastal Community successfully raises \$15,000 by September 5th, six Nanaimoites will be donning new haircuts—including four Coastal Community employees, as well as City Councilor and NLSF Director, George Anderson.

"By participating in this fundraiser, I'm encouraged to know that students within our district will continue to be able to reach their full potential," says Anderson. "NLSF does so much for our community. The foundation creates equal opportunity and empowers students within the district by making it possible for them to attend post secondary."

"The Foundation is so grateful for the support from Coastal Community Credit Union, as they understand that there are many students in need in our community," says Erin van Steen, NLSF Executive Director. "They have stepped up their fundraising efforts and are trying to more than double their efforts from last year, with the goal of raising \$15,000 for local kids in need."

Donations to Coastal Community's head shaving event can be made at any of its Nanaimo branches or online at nlsf.ca. Donations of \$20 or more are also eligible for a tax receipt.

The head shaving takes place on Thursday, September 5th at Diana Krall Plaza during the *Stock the Locker's* wrap-up BBQ, starting at 11:30 am.

Coastal Community's employees are eager to once again help NLSF make a difference in the lives of local students affected by poverty. Child poverty remains a major issue in the community, with the Nanaimo-Ladysmith school district repeatedly ranking among the highest in British Columbia in terms of poverty-stricken students. The NLSF Student Support Fund was created four years ago to get funds directly to school principals, teachers and counselors to assist these vulnerable students.

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Coastal Community donation locations:

Bowen Branch: 2350 Labieux Rd

Hammond Bay Branch: 6365 Hammond Bay Road

Harbourfront Branch: 111-59 Wharf Street

Southgate Branch: 111-50 Tenth Street

2013 Head Shaving Levels:

\$15,000 Level: George Anderson, City Councilor & NLSF Director

\$12,500 Level: Daniel Martinez, Young Professionals of Nanaimo Vice President

And from Coastal Community:

\$10,000 Level: Maria Lee, Member Service Representative, Hammond Bay Branch

\$7,500 Level: Michael Brown, Treasury Analyst

Ian MacCaskell, Lending Manager, Southgate & Harbourfront Branches
Greg Scott, Branch Manager, Southgate Branch

About Nanaimo-Ladysmith School Foundation

The Nanaimo-Ladysmith School Foundation raises funds and works in partnership with teachers, administrators and counselors in School District 68 to deliver support programs that better the lives of students in need. Supplies and programs that are not covered by the school board budget are supplemented through the Foundation.

About Coastal Community

For over 60 years, the satisfaction and happiness of Coastal Community's members and clients have been our bottom line. That's why we've grown to be the largest financial services organization based on Vancouver Island and the Gulf Islands. With 80,000 members, 625-plus employees and over \$2.1 billion in assets under administration, Coastal Community offers caring and helpful service integrated across an extensive network of personal banking, insurance*, investment and business services centres. Our members also have access to The Exchange® Network, with more than 2,300 no-fee ATMs in Canada. We've been named one of Canada's Top 50 Best Employers three years in a row, and we're passionate about building stronger relationships to improve financial health, enrich people's lives and build healthier communities.

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

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