



COASTAL COMMUNITY
CREDIT UNION

TOGETHER, LET'S DO
GREAT THINGS

Coastal Community Credit Union's *VanGo* Winner of prestigious marketing award

National accolade sets *VanGo* up nicely for summer community event season

June 4th, 2015 – Vancouver Island & the Gulf Islands, BC: Coastal Community Credit Union (CCCU), the largest Island-based financial services organization, was recently honoured with three Achievement in Marketing awards by Canada's Marketing Association for Credit Unions.

The Credit Union won for its RRSP television advertising, its external newsletter and for *VanGo*, CCCU's ATM-on-wheels. The van, appropriately done up in a Vincent Van Gogh-inspired wrapping and equipped with an ATM, has been a big hit with both members and the public since it debuted last summer—which is why the win has struck a special chord with the Credit Union.

"*VanGo* is very much a community-focused vehicle," says Allyson Prescesky, Manager of Community Experience and Communications at CCCU. Prescesky is referring to the fact that because of its cash dispensing abilities, and its unique look, *VanGo* makes a perfect complement to Island community events, including farmers' markets and CCCU's own Sunset Cinema. "We love the buzz *VanGo* gets," Prescesky adds. "People are excited to see it, and we're just as excited to share what it's all about."

This summer, the award-winning *VanGo* is slated to make many appearances including at events like Courtenay's Centennial Tailgate party on June 27th, CCCU's Sunset Cinema series (running from July 13th to the 18th), Victoria's Rock the Shores event (July 18th- 19th) and the VIEX (August 21st to 23rd). Plus, credit union members who use *VanGo* to access their cash are able to do so surcharge-free.

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Follow Coastal Community Credit Union on Twitter and Facebook to see photos of *VanGo* in action this summer. If you're interested in having *VanGo* at your community event, please email community.support@cccu.ca.



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ABOUT COASTAL COMMUNITY CREDIT UNION

Providing services for almost 70 years, parent company Coastal Community Credit Union (CCCU) is the largest Vancouver Island-based financial services organization, and among the top 25 largest credit unions in Canada when measured by asset size. CCCU provides personal, business and commercial banking services, complemented by its wholly-owned subsidiaries Coastal Community Insurance Services (2007) Ltd., (offering personal and commercial insurance solutions) and Coastal Community Financial Management Inc., (offering wealth management services through its Coastal Community Private Wealth Group division). CCCU was the first to bring cutting-edge Interactive Teller Machine technology to the Island, incorporating live video teller service and extended hours of operation. Past recipient of the Corporate Responsibility Award for the Vancouver Island region, Coastal Community is also one of BC's Top Employers® for 2015. Learn more at: cccu.ca | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)

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