

FOR IMMEDIATE RELEASE

Atlantic Central Announces East Coast Credit Union as the Coady Award Recipient

Halifax, NS, November 1, 2022— Atlantic Central is proud to announce that East Coast Credit Union has been named the winner of the 2021 Coady Award. Each year, this prestigious award recognizes an Atlantic Canadian credit union or caisse populaire that demonstrates leadership in the areas of co-operation, volunteerism, education, and environmental sustainability.

“Credit unions have a long history of being tightly connected to the communities they serve. For more than 65 years the Coady Award has recognized an Atlantic credit union or caisse populaire who excels in their commitment to leadership, support and community service,” says Jim MacFarlane, Board Chair for Atlantic Central. “Through the Coady Award we honour the vision of Rev. Dr. Moses Coady and demonstrate our collaborative model by coming together to celebrate our peers.”

In 2021, East Coast Credit Union introduced the #EastCoastCUCares Grant Program, investing \$100,000 into local co-operatives and social enterprises to help strengthen the economy in Nova Scotia.

East Coast Credit Union was also a key contributor to many important community initiatives, such as East Coast Credit Union and S.A.S.H.A Project Sunshine to which they donated land to house a ground-mount solar system for the St. Andrews Senior Housing Authority (S.A.S.H.A), a community-run, non-profit assisted living facility.

East Coast Credit Union donated \$25,000 to the Coady Change Leaders program, which educates community members on social change, including community development, climate resilience, and women’s leadership.

“Volunteering, local giving, and our commitment to co-operative social responsibility are deeply rooted in our values. East Coast Credit Union is proud of the many projects and initiatives that led to us receiving the 2021 Coady Award, but the real prize is our ability to truly make an impact,” says Ken Shea President & CEO of East Coast Credit Union.

Atlantic Central will donate \$1,500 on behalf of East Coast Credit Union to the charity of their choice. East Coast CU has asked that their award be donated to the Red Cross Hurricane Fiona Appeal in Canada. They have also contributed an additional \$5,000 to the relief efforts.

To celebrate, East Coast Credit Union has created the “Coady Award Roadshow” sending their award across Nova Scotia to visit each of their branches in communities they are proud to serve. The last stop will be at East Coast’s St. Peter’s Branch in St. Peter’s, Nova Scotia on November 3, 2022, where they invite their members to visit the branch at 10am to join the celebration of their award and the grand re-opening of their newly transformed branch. Refreshments will be served.

About Atlantic Central

Atlantic Central is the regional trade association for more than 40 independent member credit unions across Atlantic Canada. We provide a range of financial services, leadership, and advocacy to support credit unions and the communities we serve to grow well. Our credit unions proudly serve more than 290,000 members and play a significant role in the Atlantic Canadian economy.

We are proud to be a Certified B Corporation™ joining a global movement of people using business as a force for good. We are committed to making business decisions that are in the best interests of our employees, credit unions and their members.

About East Coast Credit Union

East Coast Credit Union is a dynamic, full-service financial co-operative locally owned by its members. It uses a member-first approach to partner with individuals and businesses to help them achieve financial success. East Coast CU is the largest credit union in Nova Scotia with over \$1.12 billion in assets and serving more than 42,700 members. With a branch network spanning from Cape Breton to Halifax, members have more access when and where they need it. A strong credit union, East Coast CU is focused on investing in communities, providing competitive products and new services, and building relationships with its members' unique financial needs in mind. Convenient and flexible banking options mean its members can do their banking any way, anywhere! It is proud to be a part of the credit union system ranked first in customer service excellence, out of all financial institutions, for 18 years in a row. The staff at East Coast CU is committed to supporting the communities in which they live and work through not only financial support but also countless volunteer hours.

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Atlantic Central Media Contact:

Alison MacDonald, Director Communications and Change Management, 902.402.0773, amacdonald@aclsm.ca.

East Coast Credit Union Media Contact:

Ken Shea, President and CEO, 902-464-7110, ken.shea@creditunion.ca

Trudy Wells, Senior Manager, Marketing & Communications, 902.464.7111, trudy.wells@creditunion.ca

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