



FOR IMMEDIATE RELEASE

East Coast Credit Union Wins Coady Award


Antigonish, NS, May 26th, 2022— East Coast Credit Union is excited to announce that we are the recipients of the 2022 Coady Award for our demonstration of leadership in co-operation, volunteerism, education, and environmental sustainability in our communities. The award, named in honour of Rev Dr. Moses Coady, whose vision of independence and fairness shaped co-operatives and communities in Atlantic Canada, is awarded each year by Atlantic Central to a credit union within Atlantic Canada.

“Volunteering, local giving, and our commitment to co-operative social responsibility are deeply rooted in our values. East Coast Credit Union is proud to be a part of the many projects and initiatives that led us to receiving the 2022 Coady Award. We are so proud to be a part of such wonderful communities,” said Ken Shea, President & CEO of East Coast Credit Union.

We would like to share just a few of the impactful initiatives that led us to being the 2022 recipients of the Coady Award. In 2021, East Coast Credit Union introduced the #EastCoastCUCares Grant Program, investing \$100,000 into local co-operatives and social enterprises to help Nova Scotia build back together at a time when it was needed most. The annual grant allows organizations like L’Arche Cape Breton, one of our 2021 recipients, to make a difference in their community even after being profoundly impacted by the COVID-19 pandemic. “The #EastCoastCUCares grant will enable us to continue in our efforts to build a community that is inclusive and accessible,” Josephine MacEachern, Development Coordinator L’Arche Cape Breton.

East Coast Credit Union was also a key contributor to many strategically important community initiatives, such as the St. Andrew’s low carbon initiative to which we 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. This helped improve their heating efficiency and has made it more affordable for its residents, along with being more environmentally friendly. We also pledged \$25,000 to the Coady Change Leaders program, which educates community members on social change, including community development, climate resilience, and women’s leadership.

We formed partnerships with meaningful community organizations in 2021, such as Paq’tnkek Mi’kmaw Nation, Margaree Area Development Association, The North Grove, Colaisde na Gàidhlig -The Gaelic College and the Antigonish Butterflyway helping them develop and grow important projects in their communities.



East Coast Credit Union staff are personally invested in our communities and show their support by donating their time in volunteer hours. Last year, East Coast Credit Union staff recorded a total of 779 volunteer hours.

East Coast Credit Union is truly grateful for the recognition of our commitment to our communities by being awarded the 2022 Coady Award, but the real prize is our ability to truly make an impact.

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 Atlantic Canada with over \$1 billion in assets and serving more than 42,000 members. With a branch network spanning from Cape Breton to Halifax including a branch in the rural community of St. Andrews, 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 means 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 17 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.

-30-

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

-END-