

FOR IMMEDIATE RELEASE

East Coast Credit Union Strengthens Commitment to Community Support


St. Peter's, NS, Nov 08th, 2022— Community outreach and providing quality member service are at the heart of East Coast Credit Union and our co-operative banking approach. As part of our ongoing commitment to member-service we have embarked on branch transformation initiatives for many of our existing locations to deepen our commitment to these communities and the members we serve. Most recently, on November 3rd, we hosted the Grand Re-Opening of our St. Peter's, Cape Breton location. The branch renovations included the addition of a community meeting lounge, more energy efficient lighting, additional member service ATMs and the installation of 54 solar panels on the roof of the building already saving 4,300 kilowatt hours of power since August.

Branch Manager, Adele Hunt, believes these changes will have meaningful impacts in the region for years to come. "We are so proud to be able to offer this eco-friendly branch renovation for our community and our members. The renovation will allow us to better serve our community and our members with whom we work very closely." Hunt sees the updated branch as a means to serve not only existing members, but future generations in St. Peter's and beyond. "With this Grand Re-Opening, we look forward to continuing to assist you with your financial needs."

Along with the freshly transformed space, members also gathered to celebrate receiving the prestigious Coady Award, which demonstrates our 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.

"Our credit union members are our partners in building a better future. Therefore, it is our mandate to give back to them not only through our community impact work but also by updating our branch services and amenities to meet their changing needs," said Ken Shea, President & CEO of East Coast Credit Union. "The transformation was warmly embraced by the local members of St. Peter's where we hope to continue to work and grow."

A few of the larger impactful initiatives included in our community support framework, include the #EastCoastCUCares Grant Program, an investment of \$100,000 into local co-operatives and social enterprises to help Nova Scotia build back together at a time when it is 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. 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. At East Coast Credit Union, we also value creating mutually beneficial partnerships with community organizations. In 2021, we paired with the 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. Cooperation is in our DNA, and we plan to continue to deepen our commitments to both urban and rural communities as we move forward into the future together.

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 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 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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