

FOR IMMEDIATE RELEASE

East Coast Credit Union employees help put nearly \$25,000 back into local communities through #Loyal2Local

August 4, 2026 (**Dartmouth, Nova Scotia**) - East Coast Credit Union (East Coast CU) is once again putting its commitment to local communities into action through #Loyal2Local, an employee-led initiative that encourages staff to support small businesses in the communities where they live and work.

Throughout the month of August, East Coast Credit Union employees will each receive \$50 to spend at a local business of their choice. With the continued growth of East Coast CU's team, this year's initiative represents an investment of approximately \$25,000 directly back into local economies across Nova Scotia.

"Supporting local is part of who we are as a credit union," said Ken Shea, president and CEO of East Coast Credit Union. "Our members, employees, and local businesses are all deeply connected. #Loyal2Local is a simple but meaningful way for our team to reinvest in the communities that support us every day."

For participating employees, the initiative is also a personal reminder of the impact small businesses have in their own communities.

"I love that #Loyal2Local gives us an opportunity to be intentional about where we spend our money," said Andrew Caines, Branch Manager at East Coast Credit Union, LaHave River. "In an area like the South Shore, local businesses are such an important part of the community's character. I'm planning to use my \$50 to support *Dougall Tea and Coffee* by purchasing some bulk bags of Chaga and Lion's Mane infused tea and coffee to enjoy over the remaining summer months. It feels good knowing that one small purchase can help support the people and businesses that make our communities so special."

Originally launched as an Atlantic Credit Union-wide initiative by Atlantic Central during the pandemic to help support local small businesses, #Loyal2Local builds on East Coast CU's ongoing community commitments, including donations and sponsorships, bursaries and scholarships, grant programs, volunteerism, and investments that help strengthen local economies.

This initiative also celebrates the role small businesses play in building vibrant communities. Employees are encouraged to visit local shops, restaurants, service providers, markets, and social enterprises, and to share their purchases on social media to help shine a spotlight on the businesses that make their communities unique.

Every local purchase has a ripple effect. When we choose local, we are helping entrepreneurs, supporting jobs, strengthening neighbourhoods, and keeping more money circulating close to home. That is exactly the kind of impact East Coast CU is proud to support.

East Coast CU encourages members, community partners, and Nova Scotians across the province to join the #Loyal2Local spirit this August by making a purchase from a local business and sharing their support online. Supporters are encouraged to post about their local purchase on social media, tagging @EastCoastCU, the local business or charity they are supporting, and use the #Loyal2LocalChallenge hashtag.

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About East Coast Credit Union

East Coast Credit Union is a member-owned financial cooperative focused on putting people first. As Nova Scotia's largest credit union, we serve more than 60,000 members and manage \$1.77 billion in assets, with a network spanning from Cape Breton to Bridgewater and throughout the Halifax Regional Municipality. We bank with purpose, putting people and communities at the heart of everything we do. As a certified B Corporation, we are proud to be part of a global movement using business as a force for good. Locally owned and deeply rooted in our province, we support communities through donations, investments, targeted grants, and employee volunteerism.

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