

East Coast News Announcement
Aura

East Coast Credit Union is Thrilled to Announce Launch of New Aura Loyalty Card

December, 2020 – East Coast Credit Union is excited to announce the launch of Aura™ Loyalty, a reloadable prepaid Mastercard® financial wellness app that offers rewards and discounts at participating national and local merchants.

Welcoming the Nova Scotian credit union – with its over 42,000 members – is a significant milestone for Celero as Aura is now in use coast to coast, with credit unions offering the platform in almost every province in the country.

Freedom and flexibility with a globally-accepted card

Credit unions like East Coast are choosing Aura because it's a globally-accepted platform and card, enabling their members to transact anywhere in the world and online, while enjoying discounts and rewards from local businesses and large retailers.

“We are excited to be launching Aura to our members; we like the value it brings to local businesses pursuing innovative ways to connect with consumers, and to our members who are seeking seamless payments options – particularly as online shopping and contactless payments become increasingly prominent and necessary,” says Ken Shea, President and CEO, East Coast Credit Union.

“With Aura’s array of features and benefits, we see it as the next generation of a global payments card for our members – one that not only meets our members’ evolving payments needs, but also creates exceptional value with its discounts, rewards and financial management tools.”

Delivering a rewarding payments experience for members

As the payments landscape broadens, consumers have a wide-range of options to choose from. According to [Kristen Wilson](#), Director of Client Solutions and Business Development, Aura’s feature-and-function rich platform paired with Celero’s proven implementation process, is what sets it apart from other choices on the market and provides a unique value-proposition for Canadian credit unions.

“Aura is much more than a prepaid card – it enables credit unions to create a rich and fulfilling digital experience for their members as they manage their money, make purchases and enjoy discounts and perks from their favourite stores and retailers. That’s what sets it apart from other offerings on the market – it delivers the rewarding, self-serve experience that today’s consumer requires,” says Wilson.

For more information, or to set up a consultation on how Aura can enhance your credit union’s offering, contact us [here](#) or reach out to your Celero Account Executive.

About East Coast Credit Union

East Coast Credit Union is a dynamic, full service, financial co-operative using a member-first approach to partner with individual and business members to achieve financial success. East Coast Credit Union is the largest credit union in Atlantic Canada with approximately \$961 million in assets and serving over

42,200 members from a branch network reaching from Cape Breton to Halifax, giving you more access when and where you need it. They have grown to become a stronger credit union that is focused on investing in your communities, providing competitive products and new services and building relationships with your unique financial needs in mind. Providing convenient and flexible banking options means their members can do their banking any way, anywhere! They are proud to be a part of the credit union system that has been ranked first in customer service excellence out of all financial institutions for 13 years in a row. East Coast Credit Union is locally owned by their members. They are committed to supporting the communities they live and work in through not only financial support but also countless volunteer hours.

About Celero

Celero is a leading provider of digital technology and integration solutions to credit unions and financial institutions across Canada. Clients trust Celero's proven track record delivering innovative banking technologies, digital and payment solutions, cloud computing, outsourcing, IT, and advisory services. Celero offers reliability and security through its world-class hosted banking system and data centre operations. With key partnerships across the globe, Celero also brings the scale and extensive capabilities of multinational technology companies and the focused expertise of fintech startups. For more information, visit celero.ca.