

June 19, 2020

FOR IMMEDIATE RELEASE

East Coast Credit Union Supports Local Business Through #Loyal2LocalChallenge

East Coast Credit Union has joined forces with Atlantic Credit Unions to promote and support local businesses with the launch of the #Loyal2LocalChallenge. The #Loyal2LocalChallenge is designed to start a conversation about the value of local businesses and the importance of buying local. Now, they're calling on their members and the public to participate in a massive effort to support the local business community during what is an incredibly challenging time.

Credit unions across Atlantic Canada are also participating in this initiative that will inject over \$70,000 dollars into the regional economy over two weeks, through the efforts of credit unions and their employees in the Atlantic region.

"We are proud to participate in an initiative that will make a positive impact and help the local businesses in our communities," said Ken Shea, President and CEO of East Coast Credit Union. *"This is what credit unions are all about. Coming together and supporting our communities during these difficult times."*

All East Coast Credit Union employees are given \$50 each to make a purchase from a local business of their choice during the two-week period of June 15th – 28th, 2020. They are encouraged to post about their local purchase on social media, tagging @EastCoastCU, @AtlCreditUnions, the local business or charity they are supporting, as well as using the #Loyal2LocalChallenge hashtag. East Coast Credit Union is also encouraging all Nova Scotians to make a purchase at a local business and join a massive effort to promote those businesses during these challenging times.

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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 \$917 million in assets and serving over 42,100 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.

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