

## FOR IMMEDIATE RELEASE

### East Coast Credit Union Celebrates Grand Reopening of New Glasgow Branch

**January 30th, 2020, New Glasgow, NS** – East Coast Credit Union celebrated the grand reopening of its newly renovated New Glasgow branch on Tuesday, January 28<sup>th</sup>. The staff, management and board members were very pleased to celebrate the completion of this transformation which will provide members and the local community with an enhanced member service experience.

The goal with this transformation is to meet the changing needs and expectations of our membership and community. The new, modern branch was designed with a specific focus on improving the member experience. We have created a comfortable and welcoming open concept environment that encourages financial discussions, engagement between members and staff as well as self-serve options using innovative technology solutions.



L-R: Tara Proudfoot, Branch Manager; Ken Shea, President and CEO; Betty Stewart, dedicated ECCU member; Mary Oxner, Board Chair

East Coast Credit Union’s President and CEO, Ken Shea, explained “This is much more than a renovation. This is about providing a new experience and an enhanced atmosphere for everyone who walks through these doors. We are invested in helping our members and potential members achieve their financial goals.”

East Coast Credit Union member, Betty Stewart, a dedicated long-time member of 50 years, was invited to participate in the ribbon-cutting ceremony. “We are grateful to our members for coming out to celebrate with us today and a special thank you to Betty for showing her support once again and cutting the ribbon with us,” said Tara Proudfoot, Branch Manager. “We are very excited about this transformation and look forward to sharing our newly designed branch with all our community members.”

The renovations at the New Glasgow branch include eco-friendly features such as envelope free ATM’s and LED lighting in renovated areas. A fireplace was also installed along with a lounge area where members can relax and enjoy a hot beverage from the new coffee machine, which serves Social Beans fresh, fair trade coffee.



“This branch transformation was a team effort by our staff, our members, the board, local tradespeople and our system partners and we would like to thank you all for your support during the process,” said Ken Shea. “We hope our members and the community enjoy the newly transformed branch. We look forward to continuing to provide exceptional service to the community of New Glasgow.”

**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 \$830 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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