

FOR IMMEDIATE RELEASE

East Coast Credit Union's Board of Directors Support the Community during the #EastCoastCUCares Initiative

Antigonish, NS, October 5, 2018 –East Coast Credit Union is holding its 2nd annual #EastCoastCUCares campaign, where the credit union staff, management and board members give back to the communities they serve through random acts of kindness.

As part of this year's #EastCoastCUCares campaign, the 12 members of East Coast Credit Union's Board of Directors took time to support the Antigonish Community Food Bank, personally donating over 115 pounds of personal care and hygiene products to the organization.



"It was a unanimous decision on the part of each director," said Anne Sears, member of the East Coast Credit Union Board and volunteer at the Food Bank. "Few people have any idea the time, effort and organization that is required to operate the Food Bank efficiently. Personal care items are often not a top priority in Food Bank donations, and as a board we opted to go this route."

In addition, the board recognized the generosity of the volunteers who tirelessly give their time daily to unload incoming shipments from Feed Nova Scotia, sort, bag, load the shelves and distribute.

"We wanted to show we care for those who care," said Bill Timmons, Chair of the Cooperative Social Responsibility Committee and Board Member with East Coast Credit Union.

Photos and stories from many of the #EastCoastCUCares Random Acts of Kindness can be found on our Facebook page (<https://www.facebook.com/EastCoastCU/>)



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 \$700 million in assets and serving over 41,000 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 12 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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