

FOR IMMEDIATE RELEASE

East Coast Credit Union Wins National Award for Sustainability Commitment

Dartmouth, NS, May 2nd, 2018— East Coast Credit Union were proud recipients of the 2018 Canadian Credit Union Association National Corporate Social Responsibility Award for its commitment to building stronger communities through sustainability practises. East Coast has a history of participating in various initiatives to reduce their environmental footprint. Investing in renewable energy is the latest long-term step the organization has taken to make it more energy efficient and to reduce its environmental footprint.

In January 2017, East Coast Credit Union partnered with Bullfrog Power and made the largest green energy commitment of any credit union in Atlantic Canada. Bullfrog Power is a green energy provider whose green electricity comes from a blend of wind and low-impact hydro power sourced from new Canadian renewable energy facilities. By bullfrogpowering all operations, we now use 100 percent green electricity at our 20 branches and 30 ATMs across Nova Scotia. By supporting green energy with Bullfrog Power, we're reducing our environmental footprint and supporting the development of community-based renewable energy projects in the Maritimes and across Canada. With our support, Bullfrog Power, developer Minas Energy and facility owner Alternative Resource Energy Authority (AREA) were able to launch the Ellershouse Wind Farm. The project—a wind farm made up of ten wind turbines located near Ellershouse, Nova Scotia—is the first wind development in Nova Scotia to be funded and built independently of the local power authority or any provincial government incentive program.

East Coast Credit Union's driving principle for tackling climate change is to build stronger communities through sustainable practices. As Ken Shea, President & CEO, East Coast Credit Union, explained, "We hope that through our actions, other businesses will be encouraged to consider similar investments and together, Canadian businesses will improve our country's collective environmental future." Since investing in renewable energy and switching to 100 percent green energy, we have put more than 1,125 megawatt hours of clean energy on the grid and displaced more than 754 tonnes of CO₂. This is equivalent to taking more than 159 cars off the road for a year. 754 tonnes of CO₂ is the same amount of CO₂ emissions that is produced by the consumption of 321,293 litres of gas. Ken Shea puts it very simply. "We want to lead by example. There is a cost to buying sustainable energy but the environmental impact of not using sustainable energy is much greater."

"We're pleased that East Coast Credit Union is this year's recipient of the Canadian Credit Union Association's Social Responsibility Award," says Ron Seftel, Chief Executive Officer, Bullfrog Power. "East Coast Credit Union continues to



demonstrate environmental leadership by choosing renewable energy for its branches and ATMs, and helping to support and grow community-based green energy projects in the Maritimes.”

Find out more about East Coast’s sustainability initiatives at these links:

[Social Responsibility Award Video](#)

[Ellerhouse Wind Farm Story](#)

[Bullfrog News Story](#)

[Enterprise Magazine News Story](#)

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.

About Bullfrog Power

Bullfrog Power, Canada’s leading green energy provider, offers renewable energy solutions that enable individuals and businesses to reduce their environmental impact, support the development of green energy projects in Canada and help create a cleaner, healthier world. As a Certified B Corporation, Bullfrog Power meets higher standards of social and environmental performance, transparency, and accountability. Thousands of individuals and businesses in Canada are doing their part to address climate change and air pollution by choosing green energy with Bullfrog Power. Sign up easily, quickly and affordably at bullfrogpower.com. Join the bullfrogpowered community online on Facebook (facebook.com/BullfrogPower), Instagram ([@bullfrogpower](https://instagram.com/bullfrogpower)) and Twitter ([@bullfrogpower](https://twitter.com/bullfrogpower)).



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