



MEDIA RELEASE
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SASCU Invites Community to Celebrate Credit Union Day®

SALMON ARM (October 4, 2019) – SASCU will join credit unions around the world in celebrating International Credit Union Day® on Thursday, October 17. Since 1948, the third Thursday of October has been set aside to recognize the credit union difference!

“We look forward to Credit Union Day each year as an opportunity to thank our members for being part of SASCU and welcome others in the community to be part of a global financial cooperative movement,” said Barry Delaney, CEO, SASCU Financial Group. “We have even more reason to celebrate this year. SASCU reached a milestone of donating over \$2 Million in Community Support donations to local non-profit organizations, community initiatives, youth sports teams and scholarships since 2008.”

SASCU is partnering with Innovation Centre, Powered by SASCU, to make a special membership announcement Wednesday evening. “We are always looking for ways to demonstrate why it’s better to be a member,” added Delaney.

Credit unions are not-for-profit financial cooperatives that provide an alternative to for-profit financial institutions for 260 million members in 117 countries worldwide. More than 89,000 credit unions exist globally, providing financial services with a focus on people, not profits.

SASCU’s four branches will be offering refreshments throughout the day, including apples to honour the 14 original orchardists who founded Salmon Arm Savings and Credit Union in 1946. To learn more, go to sascu.com/CreditUnionDay.

ABOUT SASCU

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its three lines of business, SASCU Insurance, SASCU Wealth and Commercial banking. In September 2018, SASCU expanded again by acquiring Shuswap Insurance Brokers in Enderby, BC. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Established in 1946, SASCU has more than 19,000 members, 150 staff, and over \$800 million in assets. Learn more at www.sascu.com

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MEDIA CONTACT

SASCU Financial Group
Barry Delaney
Chief Executive Officer
250.833.1310 | barrydelaney@sascu.com

Sheri Greeno
Manager, Marketing
250.833.1327 | sherigreeno@sascu.com