



## **EKC Announces \$50,000 Legacy Campaign The Third and Final Funding to Celebrate its 70th!**

FOR IMMEDIATE RELEASE – January 14, 2021

EKC announces the **\$50,000 Legacy Campaign** as the third and final funding for its 70th year **\$115,000 Celebration!**

EKC is offering community groups a chance to be awarded \$10,000 for legacy projects! Funds will be granted by the Cranbrook, Elkford, Fernie and Sparwood branches, plus there will be a regional award.

EKC's Board of Directors initiated the 70th Anniversary Celebration in honour of its 70th Anniversary and to continue support for strong, local communities. The additional \$45,000 resulted from EKC's strong financial year and commitment to support community groups who have felt the impact of COVID-19.

EKC's Positive Contributions Campaign gave back \$20,000 last fall. Each of the following groups received \$2,500:

- Branch Out Society in Fernie
- Michel-Natal Branch #081 in Sparwood
- Caregivers Network for the East Kootenay Seniors in Cranbrook
- Wapiti Ski Club in Elkford
- Twin Meadows Animal Rescue Society in Fernie
- Sparwood Community Response Network in Sparwood
- Computer Donation Program in Cranbrook
- Elkford Housing Society in Elkford

EKC's December 14 Anniversary Donations gave back \$45,000. Each of the following groups received \$15,000:

- The Foundry East Kootenay supported by East Kootenay Foundation for Health and Ktunaxa Kinbasket Child and Family Services
- KEYSA's Multi-Sport Indoor Facility
- Community Foundation of the Kootenay Rockies to support Cranbrook's Salvation Army food program

Like in 1950, EKC's Board of Directors believes there is a better way to bank. As a local, strong credit union, EKC is here for its members and their communities. EKC encourages community groups to apply for the \$50,000 Legacy Campaign by February 3, 2021.

Details at:

[https://www.ekccu.com/Personal/InOurCommunity/CommunityGiving/Programs/70thAnniversaryLegacyCa  
mpaign/](https://www.ekccu.com/Personal/InOurCommunity/CommunityGiving/Programs/70thAnniversaryLegacyCampaign/)



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### **Background Information**

#### **About EKC**

EKC was established in 1950 and has grown to over \$436.3 million in assets. It serves over 11,034 members throughout the East Kootenay. EKC is a community based financial cooperative that offers a full range of banking, financial planning (EKC MoneyWorks) and general insurance (KIS Ltd) services. Our community branches are located in Cranbrook, Elkford, Fernie, and Sparwood. Please visit us at one of our branches, [Facebook](#), [Instagram](#), [LinkedIn](#) or at [EKCCU.COM](http://EKCCU.COM).