

Credit Union BC Flood Response

News Release

East Kootenay Community Credit Union (EKC) Donates to BC Flood Appeal

For immediate release November 29, 2021

East Kootenay– EKC is proud to contribute \$5,000 to the Red Cross to support those impacted by flooding. As community-based financial institutions with deep roots in the areas we serve, credit unions have a long history of coming together to support Canadian communities. Recently, a severe storm occurred, resulting in flooding, landslides, mudslides, power outages and other incidents across the South Coastal and Interior regions of British Columbia.

With relief and recovery efforts now underway in the province, EKC and credit unions across Canada have come together to support the Canadian Red Cross and those who were impacted by the flooding in southern BC. Credit union members are encouraged to donate today by visiting <https://bit.ly/CUs4BCFlood>.

The Canadian Red Cross is working to get help to people in and around affected areas as quickly as possible and provide humanitarian assistance for new needs as they arise. Money raised will enable the Red Cross to carry out relief, recovery, resiliency and risk reduction activities in and beyond the region at the individual and community levels.

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About EKC

EKC was established in 1950 and has grown to over \$427 million in assets. It serves over 11,034 members throughout the East Kootenay. EKC is a community-based financial co-operative 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