

Media Release

For Immediate Release

StellerVista Credit Union Celebrates 75 Years of Local Banking in Cranbrook

Cranbrook, BC – November 20, 2025 – StellerVista Credit Union is celebrating a major milestone this year as its Cranbrook branch marks 75 years of community banking. Since opening in 1950, the branch has grown from a small, member-led credit union into a cornerstone of the region – supporting families, businesses, and community organizations for generations.

To honour this milestone, StellerVista is celebrating in a variety of meaningful ways – starting with an in-person community gathering held at the Cranbrook branch on Credit Union Day, and continuing with a series of initiatives that reflect the branch’s long-standing commitment to local impact. These anniversary celebrations include a major contribution to regional health services, department-led grassroots giving, and a creative community contest designed to bring people together.

As part of the 75th celebrations, StellerVista launched two complementary giving initiatives:

- A \$7,500 anniversary donation to the East Kootenay Foundation for Health (EKFH).
- An additional \$7,500 in grassroots donations, selected by local staff. Each Cranbrook department selected a cause meaningful to them, ensuring the anniversary gives back to a wide range of local services, including: Angel Flight East Kootenay, Foundry East Kootenay, Cranbrook Food Bank, NEXUS Community Support Society, Cranbrook Kimberley Hospice Society, Cranbrook and District Search and Rescue Society.

In addition, StellerVista is hosting a Cranbrook 75th Anniversary Coloring Contest, open to members, staff, and staff families, with entries contributing additional support toward the grassroots donation fund and prizes that celebrate local businesses.

“Reaching 75 years is a remarkable achievement, and it speaks to the strength of our community and the trust our members place in us,” said Jody Burk, CEO of StellerVista Credit Union. “Our Cranbrook team has been providing people-first service for decades, and this milestone is a chance to celebrate the relationships and community partnerships that make our credit union truly local.”

“Anniversaries like this are about more than recognizing the past—they’re about reaffirming our commitment to the future,” said Lynnette Wray, Board Chair of StellerVista Credit Union. “On behalf of the Board, I want to thank our members for their loyalty, our employees for their dedication, and the Cranbrook community for being incredible partners for 75 years.”

About StellerVista Credit Union: At StellerVista Credit Union, we ensure our members are prepared for every stage of life, with products, services, and local support that help them achieve their financial and lifestyle goals. With branches and employees across the Kootenay and Boundary regions, StellerVista Credit Union helps you bank like you live here.