

MEDIA RELEASE
FOR IMMEDIATE RELEASE

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From: Salmon Arm Savings and Credit Union
To: Local Media

News: Local credit union announces new branch

For Immediate Release (December 13, 2011)

Salmon Arm, British Columbia – The Board of Directors at Salmon Arm Savings and Credit Union approved the development of an Uptown Branch in Salmon Arm. Shovels will be in the ground March 2012 and doors are scheduled to open in the spring of 2013.

Development of a new 25,000 square foot, two-story professional building starts this spring and will be built to Green standards. For over a year, SASCU has been preparing to develop 1.5 acres adjacent to the new Askew's Foods, currently under construction near the Holiday Inn Express.

SASCU has grown beyond the size of its current downtown branch and needs to expand in order to continue to best serve members. "We hear from members that they like seeing our staff when they come into the branch; our Main branch has staff tucked away, out of sight. This new branch will allow us to bring members closer to staff and give us the opportunity to reconfigure the downtown branch to better serve members' needs," says CEO Michael Wagner.

"Over 30 years ago, the Board had the same vision for the Credit Union that we have today – prosper together," says Wagner. "As was the case when our Main branch was built, this new branch is a sizeable investment. We've demonstrated that the investment in our Main branch was forward-thinking and made sense. With today's development, the SASCU Board of Directors again agreed this is the best way for us to expand our services to our members and the community while keeping cost, relevance and convenience at the forefront."

Back in 1978, the then Board of Directors approved the development of the current downtown branch. At the time, this was a \$3 million investment in the 30,000 square foot, three-story building on Lakeshore Drive.

The new Uptown branch will offer retail banking services and SASCU Insurance on the first floor, branch support functions on the second floor as well as offices for lease. Next steps for SASCU involve the completion of the architectural design and the approval of application permits by the City.

Sicamous and Sorrento branches will also see upgrades; all with the ultimate goal of enhancing the member experience. For ongoing updates, visit sascu.com.

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