



MEDIA RELEASE
FOR IMMEDIATE RELEASE

Salmon Arm Innovation Centre Now Powered by SASCU

SALMON ARM (April 9, 2019) – SASCU Financial Group and Salmon Arm Economic Development Society (SAEDS) supporters gathered Tuesday afternoon to celebrate a new agreement between the groups. SASCU has signed on to a ten-year sponsorship commitment for the new centre in downtown Salmon Arm, which is a hub for innovation and collaboration.

“Innovation Centre Powered by SASCU” was revealed with bold new signage across the exterior of the multi-coloured building. The Innovation Centre houses a makerspace with access to workshops and equipment for 3D printing, coding, electronics, woodworking and robotics. The Centre also has co-working space that is an ecosystem of support for young, entrepreneurial start-ups.

“We are so pleased to be a part of this great initiative in this way,” said Barry Johnson, SASCU Board Chair. “What SAEDS are doing and will do with the Innovation Centre Powered by SASCU strongly aligns with our strategy to contribute to the economic health of the Shuswap, in particular to that of our region’s youth.”

“This multi-year contribution from SASCU will have a tremendous impact on SAEDS and our entire community. The financial contribution will enable the Centre to broaden its program offerings, ensuring it reaches its full potential and in turn provides the highest value back to our community.” Said Bill Laird, Chairperson for SAEDS.

“The Salmon Arm Economic Development Society is a vibrant organization making enormous contributions to this City. In the last three years they have led the introduction of the hotel tax to fund shoulder season events, the branding project that brought our community groups together and the Innovation Centre” said Barry Delaney, CEO of SASCU.

Members of both organizations’ boards, staff, and neighbours were on hand to see the new signage unveiled. SAEDS annual general meeting followed the event.

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 \$750 million in assets. Learn more at www.sascu.com

ABOUT SAEDS

SAEDS is a non-profit society that is under contract with the City of Salmon Arm to provide economic development services for our community. SAEDS is governed by an inclusive and diverse Board of Directors comprised of business leaders of the major sectors of our economy. The mandate of the organization is to support and provide services to existing businesses, attract new businesses to the community, and assist in developing strategies and programs to foster economic development and prosperity in our community.

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