



MEDIA RELEASE
FOR IMMEDIATE RELEASE

SASCU Supports BC Communities Hit by Wildfires

SALMON ARM (July 12, 2017) – British Columbians are facing massive wildfires that have triggered evacuations in several communities.

Fast moving flames have forced more than 14,000 people from their homes and they need urgent help. SASCU Credit Union is supporting Canadian Red Cross efforts on the ground to help those affected.

SASCU has committed \$5,000 to the relief efforts and is encouraging its members to support the Red Cross as well. Donations will help provide immediate relief such as cots, blankets, family reunification and financial assistance for food, clothing, and personal needs. Beyond meeting immediate needs, donations may also help re-entry and go towards more long-term recovery, resiliency and preparedness.

Donations can be made online at www.redcross.ca/BCFires/CreditUnionsofBCandON.

“This joint effort of credit unions throughout BC and Ontario reflects the strength and values of our cooperative system,” says Barry Delaney, CEO, SASCU Financial Group. “On behalf of SASCU, we would like to extend our heartfelt appreciation for our communities’ generosity and for all those battling these wildfires.”

ABOUT SASCU

SASCU Financial Group offers a broad range of personal and business financial services through SASCU Credit Union and its subsidiaries, SASCU Insurance and SASCU Wealth. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Having recently celebrated its 70th year in the Shuswap, SASCU’s growth continues with more than 19,000 members, 140 staff, and over \$600 million in assets. Learn more at www.sascu.com

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