



**MEDIA RELEASE**  
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## **SASCU Insurance Services Ltd. Unite Under One Brand**

SALMON ARM (February 9, 2022) — SASCU Financial Group has fully integrated their insurance businesses. SASCU Insurance Services Ltd. now includes two offices: one at Salmon Arm Uptown and another at downtown Enderby. SASCU acquired Enderby's Shuswap Insurance Brokers in late 2018. Since then, the operations have integrated systems and processes as they grew increasingly stronger together to service the Shuswap and North Okanagan's insurance needs.

January 1, 2022, the final steps toward integration and name change were completed. Both offices can fully serve clients associated with either one. The product offerings have expanded, creating even more value for our clients.

SASCU Insurance Services Ltd. offers a wide range of residential, auto, farm, and business insurance options with a strong brokerage team to guide you through solutions that are just right for you.



### **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. SASCU Credit Union branches are in Sicamous and Sorrento, plus two in Salmon Arm. Insurance offices are located in Salmon Arm and Enderby. Established in 1946, SASCU has more than 19,000 members, 150 staff and \$900 million in assets. In addition, SASCU stewards \$235 million in client investments and serves more than 5000 insurance customers. Learn more at [sascu.com](http://sascu.com)

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