



The Co-operators and Sunshine Coast Credit Union announce collaboration to better serve clients and members

Gibsons, B.C., April 27, 2015 – The Co-operators and Sunshine Coast Credit Union (SCCU) today announced they have entered into an arrangement to provide clients and members with more convenient access to each organization’s products, services and expertise.

The Co-operators has relocated its advisor’s office in Gibsons, B.C. to be side-by-side with SCCU’s Gibsons Branch and Head Office. Operating as Sunshine Coast Insurance Services Inc., the arrangement facilitates a one-stop shop experience for Sunshine Coast residents, who will benefit from convenient access to a complementary suite of insurance, lending, banking and wealth management products, services and expertise.

“As two co-operative organizations with a longstanding relationship, it was natural for us to work together to further leverage our co-operative advantage for the benefit of our respective clients and members,” said Kathy Bardswick, president and CEO of The Co-operators. “The collaboration, which exemplifies the principle of ‘co-operation among co-operatives,’ allows us to offer a better experience to our clients while strengthening our presence in B.C.”

“Coming together with The Co-operators as Sunshine Coast Insurance Services Inc. is in complete alignment with our commitment to create value for our membership,” commented Shelley McDade, CEO of Sunshine Coast Credit Union. “Now we can provide financial advice to our members and refer them next door for their insurance needs. Consumer expectations are increasing; our goal is to create a better, more efficient experience for those who choose us as their financial institution.”

The collaboration builds upon the long-standing relationship SCCU has built with The Co-operators via its credit union-focused subsidiary, The CUMIS Group Limited. The side-by-side locations in Gibsons will provide easy access to knowledgeable advisors and a range of financial tools for clients of The Co-operators and SCCU members.

Celebrations will take place at each SCCU branch in Gibsons, Sechelt and Pender Harbour on May 9 11am – 2pm with refreshments, prize draws and give-aways.

Sunshine Coast Insurance Services Inc. is located at 101-985 Gibsons Way, Gibsons BC.

About The Co-operators:

The Co-operators Group Limited is a Canadian-owned co-operative with more than \$38 billion in assets under administration. Through its group of companies it offers home, auto,

life, group, travel, commercial and farm insurance, as well as investment products. The Co-operators is well known for its community involvement and its commitment to sustainability. The Co-operators is listed among the 50 Best Employers in Canada by Aon Hewitt; Corporate Knights' Best 50 Corporate Citizens in Canada; and the Top 50 Socially Responsible Corporations in Canada by Sustainalytics and Maclean's magazine. For more information visit www.cooperators.ca.

About Sunshine Coast Credit Union:

For 74 years, Sunshine Coast Credit Union has worked collaboratively with stakeholders to enrich the lives of its members and the Sunshine Coast community at large. Trusted by over 15,000 members and known for playing a lead role in the community, SCCU is locally-owned and operated, holding over \$447,000,000 in assets, and employing over 75 people on the Sunshine Coast. www.sunshineccu.com

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