



## **MEDIA RELEASE**

For Immediate Release

June 10 2016

### **Sunshine Coast Credit Union Pilots Larky's Mobile Engagement Platform**

Gibsons, BC - Sunshine Coast Credit Union has chosen to pilot Larky's mobile engagement platform, an initiative that directly supports their vision to enrich the lives of members and community on the Sunshine Coast.

"We are excited to begin this pilot for two reasons," said Jodi Fichtner, VP of Marketing at Sunshine Coast Credit Union. "First, we see the benefit of offering Larky's mobile engagement platform to our 16,000 members as part of our existing Member Perks program. And second, we are thrilled to support our local businesses by referring customers their way. Larky provides us with the opportunity to do both of these things in a convenient app that doesn't require producing a printed loyalty card."

"Sunshine Coast Credit Union wanted to engage with members outside of the branch and differentiate themselves in their market," said Larky Co-Founder Gregg Hammerman. "With our location-based notification system, their members will receive mobile notifications for offers when they are near a specific business location, encouraging local purchasing at the most convenient time for the member."

"It has been wonderful to see credit unions leveraging a fun mobile app to build brand awareness and provide increased value for members," said Tansley Stearns, Chief Impact Officer for Filene Research Institute. "Research shows vast opportunities exist for credit unions to leverage point of sale options through mobile. That's why we are so excited to be collaborating with Larky."

### **About Sunshine Coast Credit Union**

With over \$500 million in assets, Sunshine Coast Credit Union is a full-service co-operative financial institution serving over 16,000 members through three locations and mobile services. Employing close to 85 people, SCCU was a recent recipient of CoachingWise, an International Coach Federation designation. Neighbors helping neighbors is how we began 75 years ago, a vision that remains true today: Together, we enrich lives & community on the Sunshine Coast.

Learn more: [www.sunshineccu.com/OurStory](http://www.sunshineccu.com/OurStory).

### **About Filene**

Filene Research Institute is an independent, [consumer finance think and do tank](http://www.filene.org) dedicated to scientific and thoughtful analysis about issues affecting the future of credit unions, retail banking and cooperative finance. Founded over 25 years ago, Filene is a 501(c)(3) nonprofit organization. Nearly 1,000 members make the nonprofit's research, innovation and impact programs possible. For more information visit [www.filene.org](http://www.filene.org) and [@fileneresearch](https://twitter.com/fileneresearch)

### **About Larky**

Based in Ann Arbor, Michigan, USA, Larky builds mobile engagement programs that boost loyalty and support local businesses. Larky cultivates valuable point-of-sale discounts at local and national merchants that help users save \$1,000+ per year simply by using their existing credit/debit cards. The turnkey platform sends users location-based alerts including discounts and relevant offers at the right time and place. Larky is a Filene Impact Pilot by the [Filene Research Institute](http://www.filene.org). For more information visit [www.larky.com](http://www.larky.com) and [@getlarky](https://twitter.com/getlarky).

**Contact:** Jodi Fichtner, VP Marketing - Sunshine Coast Credit Union  
604.886.4463 [jfichtner@sunshineccu.net](mailto:jfichtner@sunshineccu.net)

###