



## **COAST CAPITAL SAVINGS CELEBRATES BC YOUTH WEEK** *Richmond youth personifies youth volunteerism*

**Surrey, BC** – Coast Capital Savings, Canada’s largest credit union by membership and one of Canada’s most significant corporate community investors, is recognizing BC Youth Week (May 1-7) by shining the spotlight on some of the amazing young people who are making a difference in their communities.

Coast Capital’s commitment to youth in the communities where they live and work is a key component of the credit union’s ethos. Each year, Coast Capital invests ten per cent of its bottom line into programs that help young Canadians achieve financial independence, including initiatives that deepen money management skills and habits.

In addition to the monetary support it offers community organizations, Coast Capital Savings runs a suite of signature youth programs that help build community connections, develop leadership skills and fund post-secondary education. These include the *Coast Capital Youth Community Councils*, a group of young people who are tasked with making granting decisions; *Coast Capital’s Youth Intern program* that provides unique work experience for students in branches and as Coast Capital ambassadors at community events and initiatives, and; *Coast Capital Youth Education Awards* that help support young people who have faced adversity in pursuing their post-secondary education goals.

Steven Li of Richmond is a second year Coast Capital Savings Youth Intern, an opportunity that has allowed him to develop interpersonal and professional skills in addition to financial literacy. As part of the internship, Steven also delivers a Junior Achievements Dollar’s With Sense presentation, teaching grade 7-9 students vital skills to make knowledgeable financial decisions.

In addition to his community driven work with Coast Capital, Steven is President of his high school council and places a large focus on student involvement and school spirit. He also gives back to his community by accompanying elderly individuals with age-associated challenges to recreational activities. “These are people who, in some cases, have family members who are unable to visit on a regular basis and it has required me to get creative when there are language and cognitive challenges,” stays Steven. “It is my hope my service to the community is having an impact that is meaningful.”



“Youth Week is a terrific opportunity to acknowledge and celebrate the amazing young people in our communities,” said Maureen Young, Coast Capital’s Director of Community Leadership. “It may seem cliché, but our youth are the leaders of tomorrow and it’s imperative that we offer them the opportunity to participate, develop and excel.”

A number of Youth Week events are scheduled in Richmond, including a Youth Job Fair on May 2<sup>nd</sup> and Health and Wellness Fair, May 4<sup>th</sup>. For information about other Youth Week activities, click here: <https://www.bcyouthweek.com/events>.

### **About Coast Capital Savings**

Coast Capital Savings is Canada’s largest credit union by membership and B.C.’s first credit union to become a federal credit union. Owned by its 572,000 members, Coast Capital offers banking and investment services digitally and through its 52 branches in the Metro Vancouver, Fraser Valley, Okanagan, and Vancouver Island regions of British Columbia. An Imagine Canada Caring Company and a Certified B Corporation in recognition of its social performance, Coast Capital invests 10 per cent of its bottom line in youth focused community organizations, programs, partnerships and events. The credit union has been recognized as one of Canada’s Most Admired Corporate Cultures™, and holds a Best Managed Companies Platinum Club designation. Coast Capital has a history of introducing innovative products to help their members achieve financial wellbeing including Canada’s first free chequing account from a full-service financial institution and Help Extras®, enabling members to invest in their future. To learn more, visit [coastcapitalsavings.com](http://coastcapitalsavings.com).

-30-

Media Contact:  
Erin McKinley  
Coast Capital Savings  
[erin.mckinley@coastcapitalsavings.com](mailto:erin.mckinley@coastcapitalsavings.com)  
604.836.6924