



FOR IMMEDIATE RELEASE

## **First Credit Union Recognized for Excellence by Comox Valley Chamber of Commerce**

Courtenay and Cumberland branches awarded 2024 Business of the Year at 50th annual Chamber Awards Gala

COURTENAY, territories of the Coast Salish Peoples, January 27, 2025 – First Credit Union, BC's longest operating credit union, has been recognized as the 2024 Business of the Year by the Comox Valley Chamber of Commerce at their annual awards gala on January 25, 2025.

The Comox Valley Chamber Awards recognize the accomplishments of businesses, organizations, and individuals who have made significant contributions to the Comox Valley community. The Business of the Year award specifically honors a community-minded business that demonstrates outstanding contributions to the community; has a sound reputation of exemplary customer service; demonstrates outstanding achievements; creates employment, generates income, and promotes economic welfare in the Comox Valley.

*"First Credit Union is enormously honored to receive the Comox Valley Chamber of Commerce 2024 Business of the Year Award," said Chris Higgins, Vice-President of Retail Banking for First Credit Union.*

The award is given to the business, but it is the employees of First Credit Union who make the organization something extraordinary. These team members embody the vision and purpose of First Credit Union to create an ideal place for banking in the Comox Valley.

*"This award is the result of the ongoing dedication of our employees who live our purpose 'to empower through knowledge' through their interactions with our members and their genuine desire to see them to improve their financial health. With that we remain committed to our vision 'to build financially healthy communities'. Congratulations to all the nominees, finalists and winners!"*

First Credit Union partners with small businesses, homeowners, and community members to create a brighter financial future for all. For more information on how First supports its members and communities, visit [firstcu.ca](https://firstcu.ca)

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### **About First Credit Union:**

Established in Powell River in 1932. First Credit Union is a BCorp certified, values-based financial cooperative serving the needs of community members in Courtenay, Cumberland, Powell River, Union Bay, Bowser, and on Bowen, Hornby, and Texada Islands. As a financial institution owned by its members, First Credit Union ensures all its activities work to build thriving, vibrant communities. With this responsibility top of mind, First focuses on the financial, social and environmental well-being of the members and the communities it serves and invests 10% of its profits back into its communities.

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