

## **G&F FINANCIAL GROUP LAUNCHES NEW PUBLIC WEBSITE**

*G&F is a champion of the omni-channel Forge initiative to improve the digital banking experience for credit union members.*

**Burnaby, BC** – On Tuesday, August 13, G&F Financial Group launched a new public website at [gffg.com](http://gffg.com). The website was built as part of Central 1’s Forge Digital Banking Platform, which involves credit unions across Canada collaborating with Central 1 to improve digital banking services and experiences for members.

The new website was envisioned as an “online G&F expert”—designed to make it easier for people to navigate, find information and bank online. G&F has added a library of financial advice to help people make informed financial decisions.

G&F was the second credit union in Canada to fully launch, following the release of First Ontario’s public website in February of this year. Alongside other Forge champions, G&F has worked closely with a team of developers at Central 1, the Forge project lead. As the first users of the Forge platform, which has been customized for Canadian credit unions, G&F and other credit union champions have direct input into widgets that are being developed for the website. They have tested and helped improve functionality and user experience as each development sprint has been completed at Central 1.

*“As a Champion, G&F is proud to be on the Forge journey with Central 1 beginning with the launch of our new public site. The Forge platform provides the Canadian credit union system with a framework for collaboration and the flexibility and extensibility required to meet the needs of our members as we continue to digitize.” ~ Chris Goodman, Chief Information Officer*

G&F has also collaborated with other credit unions in the Back Office Collaborative (BOC) to build a third party widget. This is the first time that a widget has been added to the Forge Open Marketplace through user contributed development.

The public website and new widget are just the first pieces in a multi-year project that will result in significant improvements for G&F’s website, online banking services and mobile banking app—enhancements that will provide G&F’s members with member-focused experience across all digital channels. Additional widgets are in progress as Forge is an extensible environment which encourages financial institutions to build out the platform and accelerate digital progress for all.

*“Our Forge Platform is all about creating an exceptional digital experience for Canadian credit union members. G&F has been a great Champion and partner, working side-by-side with us to ensure we have the pieces in place to deliver on this commitment,” said Henrique Godinho, Central 1’s Vice President, Digital Platforms.*

## About G&F Financial Group

With 32,000 members, 16 locations and over \$2.4 billion in assets under administration, G&F Financial Group proudly provides a full range of personal and business banking, investment and insurance solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for 78 years.

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