

FOR IMMEDIATE RELEASE  
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## G&F FINANCIAL GROUP CONTRIBUTION TO BC FLOOD RELIEF

*Credit union giving \$250,000 towards immediate needs of community*

**Lower Mainland, BC:** G&F Financial Group\* and its credit union peers are directing significant funds towards communities in the South Coastal and Interior regions of British Columbia after severe weather devastated the region, causing flooding, landslides, mudslides, power outages and other incidents. We call on all credit unions and financial institutions to join us in providing much-needed funds so that our communities can recover and rebuild.

The Board of Directors of G&F Financial Group, its management and employees are deeply concerned for the people who have lost their homes, their livestock, and their livelihoods. Our thoughts are with everyone as they work to pull their lives back together amidst continuing storms. With members throughout the Fraser Valley, G&F is offering financial support to those in need, and we encourage members to call the Member Hub at 604-419-8888 for assistance.

G&F Financial Group is giving \$250,000 in direct contributions to community groups and initiatives. An amount of \$50,000 each is going to the Abbotsford Community Foundation, Central Fraser Valley Search & Rescue, and the Guru Nanak Modi Khana Food Bank, which is distributing food by air. An amount of \$25,000 each is going to the Abbotsford Food Bank and the Abbotsford Salvation Army.

As community-based financial institutions with deep roots in the areas we serve, credit unions have a long history of coming together to support Canadian communities. With relief and recovery efforts now underway in the province, G&F Financial Group and credit unions across Canada have come together to support the Canadian Red Cross and those who were impacted by the flooding in southern BC. Credit union members are encouraged to donate today by visiting <https://bit.ly/CUs4BCFlood>.

The Canadian Red Cross is working to get help to people in and around affected areas as quickly as possible and provide humanitarian assistance for new needs as they arise. Money raised will enable the Red Cross to carry out relief, recovery, resiliency, and risk reduction activities in and beyond the region at the individual and community levels. G&F Financial Group is giving \$50,000 to the Red Cross Relief initiative.

*"This unprecedented event has caused immense hardship for so many people, particularly our farmers. We encourage our fellow credit unions to give what you can towards building back our communities,"* say Bill Kiss and Jeff Shewfelt, Co-CEOs, G&F Financial Group.

*"We have faith that, collectively, we can help those who are suffering to rebuild and recover. Now is the time to pull together."*



#### About G&F Financial Group

With over 53,000 members, 24 locations and \$4.6 billion in total 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 80 years.

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