



**FOR IMMEDIATE RELEASE**

**East Coast Credit Union Honoured to Receive Inaugural Nova Scotia Works Employer Inclusion Award**

**December 12, 2024, Halifax, Nova Scotia** – East Coast Credit Union is proud to announce that it has been awarded the inaugural Nova Scotia Works Employer Inclusion Award. This prestigious recognition celebrates the organization's unwavering commitment to fostering inclusive, equitable, and welcoming workplaces.

The Nova Scotia Works Employer Inclusion Award is a new recognition that highlights businesses that are leading the way in creating diverse and equitable work environments in Nova Scotia. This first-of-its-kind award highlights the incredible efforts of employers across the province who go above and beyond to create equitable environments, ensuring every employee feels like they belong.

"On behalf of East Coast Credit Union, I am deeply honored to accept the inaugural Nova Scotia Works Employer Inclusion Award," said Ken Shea, President and CEO of East Coast Credit Union. "This recognition holds profound significance as it celebrates the heart of what we strive for every day—fostering workplaces that are inclusive, equitable, and welcoming to all."

East Coast Credit Union envisions itself as a model for inclusivity within the industry—a place where every individual is respected, valued, and empowered to share their unique story. The organization's commitment to diversity, equity, and inclusion is centered on strengthening its culture to foster innovation and enhance decision-making. East Coast Credit Union recognizes that diversity and inclusion create a more engaged and welcoming environment for all, understanding that meaningful change requires sustained effort and reflection.

"We are deeply grateful to Nova Scotia Works for recognizing the importance of DEIBA—Diversity, Equity, Inclusion, Belonging, and Accessibility in our workplaces," added Layla Khalil, VP of People and Culture at East Coast Credit Union. " This award reinforces our commitment to advancing our DEI journey and inspires us to continue fostering a more inclusive environment. We hope it also encourages organizations across the province to embrace these principles, creating positive change that extends from the workplace to our broader communities."

**MORE**

**About East Coast Credit Union:** East Coast Credit Union is a full-service financial cooperative using a member-first approach to banking. With more than 46,870 members and over \$1.5B in assets, our service network reaches from Cape Breton to Bridgewater. We are proud to be locally owned and operated and to support a broad range of community initiatives through donations, community investments, targeted grants, and employee volunteerism.

For more information, please visit: <https://www.eastcoastcu.ca/Home/>

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