

FOR IMMEDIATE RELEASE



Valley Credit Union Commits to Enhancing In-Branch Services

[Bridgetown, Nova Scotia, November 15, 2023] – Valley Credit Union is excited to announce its commitment to expanding access to in-branch services at their branches in Middleton and Bridgetown.

The decision comes in response to valuable feedback gathered during a community meeting held on November 14th 2023, where approximately 100 residents came together to share how the news of rural big bank closures would impact them and their families. “Valley Credit Union remains committed to being the full-service financial institution of choice,” explains Leigh Doucette, President & CEO Valley Credit Union. “We want to assure the community that we are working to provide solutions that align with the needs of residents and businesses. We thank everyone who attended the meeting or completed the survey and shared their invaluable feedback.”

Recognizing the importance of in-branch banking services across the Annapolis Valley, Valley Credit Union is devoted to supporting the entire community. We acknowledge that hiring and training new staff may require time, however, the credit union is prepared to make the investment, confident in the backing of the community and its members.

Valley Credit Union understands the importance of supporting local small businesses, our members and prospective-members, while staying deeply rooted in the community to contribute to the growth of the local economy. “At Valley Credit Union, we believe in people over profits,” says Leigh Doucette. “Every deposit made at our credit union stays within the community, contributing to the local economy, job creation, tourism and fostering a better financial future for everyone.”

The credit union looks forward to providing better banking solutions and being the full-service financial institution of choice in the community.

For more information or media inquiries, please contact: marketing@valleycreditunion.com
Lora Zeldin, Marketing Specialist Valley Credit Union

About Valley Credit Union

Valley Credit Union is a community-focused financial institution providing in-branch services in seven communities across the Annapolis Valley, NS. Credit unions are providing full-service banking solutions; Chequing and savings accounts, lending and loans, mortgages, commercial business service and merchant solutions, wealth management and investment, financial advice, credit cards, ATM-network, and mobile and digital banking solutions. Valley Credit Union is a member of the Nova Scotia Credit Union Deposit Insurance Corporation (CUDIC), which at \$250,000, provides the highest deposit insurance protection in Nova Scotia.

Website: valleycreditunion.com
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