



DIVISIONS

Mountain View Financial
First Calgary Financial
Chinook Financial
Legacy Financial

Connect First takes bold step in response to COVID-19 by banking differently

March 30, 2020 | Calgary, AB – Effective immediately, Connect First Credit Union (Connect First) will be Alberta’s first financial institution doing banking differently across all branches by offering a full-service delivery model for its members with access through its digital channels from the comfort of their own home. In person branch visits will be made available by appointment only.

“Our main priority is the health, safety and well-being of our employees, our members and the communities we serve,” says Paul Kelly, Chief Executive Officer of Connect First. “We will continue to offer full banking services for our members but in a different way reflecting the risks of our current environment. To reduce the potential for the transmission of COVID-19 to our employees and members, public access to our branches will be limited. Our branch employees will continue to service our members through email and phone, and will take appointments for transactions that need to be fulfilled in person.”

This announcement is consistent with the proactive approach Connect First has taken as the crisis evolves. Connect First was the first financial institution in Alberta to introduce a payment relief program, the most flexible in the market. This three-month deferral is for all types of term loans and mortgages, and almost all of their members can access the program, including Commercial, Agriculture, Small Business and Retail members.

“As an Alberta based credit union, we have the unique opportunity to make quick and responsive decisions that are best for our members and employees’ health and safety,” Kelly added. “This new full service delivery model allows us to guide our members through this challenging time while providing essential services with the personal, caring support they have to come expect from their credit union.”

Members can rest assured that their deposits are absolutely safe with Connect First. All deposits, without limit, are 100% guaranteed by the [Credit Union Deposit Guarantee Corporation](#).

Members can contact us by calling their local branch between Monday and Friday, Contact Centre or reaching out [online](#).

About Connect First Credit Union

Connect First Credit Union one of the largest and most successful credit unions in Canada, is a full-service financial institution with over \$6 billion in assets under administration. Connect First employs 750 Albertans who provide a range of financial products and advice in more than 40 communities across central and southern Alberta. It serves 128,000 members through its trusted local brands of First Calgary Financial, Chinook Financial, Mountain View Financial and Legacy Financial and a community-focused approach to banking.

-30-

Media Contact:

Teri Buckley
Director, Corporate Communications
tbuckley@connectfirstcu.com
403-605-3735