



EKC Challenges the Elk Valley Community to Donate to EKFH Before the Snow Flies

FOR IMMEDIATE RELEASE – September 23, 2020

ELK VALLEY - East Kootenay Community Credit Union (EKC) announced a donation of \$5,000 to East Kootenay Foundation for Health (EKFH) for the 'BENEATH THE SURFACE' Campaign for Ultrasound Technology in the Elk Valley.

EKC challenges all other Elk Valley businesses who can contribute to the new ultrasound equipment as soon as they can. If funds reach \$300,000, the equipment will be available this winter. By EKFH reaching their goal, it will prevent Elk Valley resident from having to drive to Cranbrook or Lethbridge. Travel can be very uncomfortable when needing an ultrasound, and local ultrasound equipment will ensure a quicker and safer process.

Ultrasound equipment is critical for patient care. It benefits all members of communities as it allows physicians to quickly see what is going on inside the body, which can help guide treatment. Patients who often find it challenging to travel will be supported locally.

Local services are essential to our members in the East Kootenay. EKC was an inaugural donor for the Starlite campaign and contributed for four-years. In 2009 EKC donated \$25,000 for the Daybreak Community Bus.

Jody Burk, CEO of EKC, states, "We value the work done by EKFH to improve the health care system for the residents of the East Kootenay. Health Care has always been a priority by the members in surveys." He continued, "It is great to see how Interior Health, with East Kootenay Foundation for Health, has worked together to improve the infrastructure. As a result, more health care professionals are attracted to our area, resulting in better local service."

EKC's Board of Directors are elected from the communities they serve and therefore are passionate about the needs of their communities.

Barb Nunes, EKC Board Member from Sparwood, commented, "Our community deeply appreciates all that the East Kootenay Foundation for Health has done for the people in the area. An ultrasound machine in the Elk Valley Hospital will be intricate to those that find travel to Cranbrook difficult, including pregnant mothers. What a relief this will be for our community!"

Stephen Fairbairn, EKC Board Member from Elkford, said, “Anything that can be done so do we not have to travel for services such as an ultrasound, especially during the long winter months, is critically important to making lives better for the residents of the Elk Valley.”

To rise to EKC’s challenge, please send your contributions and questions to Brenna Baker, Executive Director of EKFH at ekfh.ca, calling 250.489.6481, or mailing a donation to East Kootenay Foundation for Health, 13 24th Ave N. Cranbrook BC, V1C 3H9



Brenna Baker EKFH and Barb Nunes EKC Board Member at EKC Sparwood Branch

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Background Information

About EKC

EKC was established in 1950 and has grown to over \$405 million in assets. It serves over 11,034 members throughout the East Kootenay. EKC is a community based financial cooperative that

offers a full range of banking, financial planning (EKC MoneyWorks) and general insurance (KIS Ltd) services. Our community branches are located in Cranbrook, Elkford, Fernie, and Sparwood. Please visit us at one of our branches, [Facebook](#), [Instagram](#), [LinkedIn](#) or at EKCCU.COM.