



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Credit Unions Unite for Tumbler Ridge Students

Peace Region, BC – May 13, 2026 – Credit union leaders from across Northern BC, the Okanagan, and the Kootenays gathered in Salmon Arm on April 24–25 for the inaugural Joint BC Peer Group, hosted by SASCU. The two-day event brought together representatives from 12 credit unions for collaboration, connection, and shared learning.

During the event, participants made the collective decision to redirect their planned 50/50 fundraiser in support of the Tumbler Ridge community following recent tragic events affecting the region. The initiative, originally proposed by Lake View Credit Union, focused on supporting local students.

Co-CEOs Marlana Blouin and Justin Lajeunesse emphasized the importance of unity and compassion during challenging times. “Our community has always shown incredible strength in moments of hardship,” said Blouin. “This is about standing together, offering tangible support, and ensuring that no one faces recovery alone.” Lajeunesse added, “LVCU was founded on the principle of people helping people, and in times like these, that mission becomes more important than ever.”

“With a branch in Tumbler Ridge, this initiative is deeply meaningful to our team,” said Darren Hamre, Director, Lake View Credit Union. “Our thoughts are with the community, and we’re grateful to be part of an effort that supports students and helps contribute to their wellbeing during a difficult time.”

The Tumbler Ridge Secondary School Parent Advisory Council (TRE/TRSS PAC) secured the raffle licence, ensuring proceeds were directed entirely toward student supports.

Over the course of the event, participating credit unions worked together to reach the \$20,000 fundraising cap permitted under the licence. By the second day, the raffle had sold out, with additional contributions made directly to the PAC.

Following the draw, Kootenay Savings Credit Union chose to donate their 50/50 winnings back to the PAC, further increasing the overall impact. Final totals are still being confirmed, with contributions expected to reach between \$22,000 and \$25,000 in support of students in Tumbler Ridge.

In a message of appreciation, the TRE/TRSS PAC shared: “The resources will be used to enhance our learning spaces, helping us create environments that are more comfortable, welcoming, and supportive for all learners.”

About Lake View Credit Union

Founded on August 3, 1943, Lake View Credit Union has been a pillar of financial strength in the Peace region. With branches in Dawson Creek, Chetwynd, Tumbler Ridge, and through its digital

banking solutions, Lake View Credit Union offers a full range of personal and commercial financial services. Proudly serving the community, the Credit Union reinvests a significant portion of its profits into regional projects and offers lower-cost services and profit-sharing to its members. For more information, visit www.lakeviewcreditunion.com.



From left to right: Khris Singh, CCUA, Justin Lajeunesse, Lake View Credit Union, Henry Han, CCUA, Marlana Blouin, Lake View Credit Union, Barry Delaney, SASCU

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