

FOR IMMEDIATE RELEASE
NOVEMBER 24, 2016

G&F FINANCIAL GROUP OPENS FIRST BOUTIQUE BRANCH IN BURNABY

Brentwood Branch introduces a new and innovative branch concept

Burnaby, BC– G&F Financial Group, one of the ten largest credit unions in BC, is pleased to announce the opening of their newest branch in the SOLO District in the heart of Burnaby’s Brentwood area. With 14 locations throughout the Lower Mainland, the new Brentwood Branch is G&F Financial Group’s third branch in Burnaby and the credit union’s first ‘boutique’ style concept branch.

Designed to merge innovative technology with the personalized financial advice that G&F is known for, the Brentwood Branch has replaced traditional banking fixtures, such as teller wickets, and replaced them with interactive technology installations and cozy seating areas meant to encourage and support meaningful financial conversations.

“The way members are choosing to bank keeps changing, as technology keeps advancing. Our new Brentwood Branch is designed to keep pace with the evolving financial landscape, while remaining true to our cooperative values and community that are so important to our organization”, said Bill Kiss and Jeff Shewfelt, Co-CEOS, G&F Financial Group.

G&F’s Brentwood Branch has begun to foster relationships in the SOLO District, including hosting a ‘meet and greet’ with other community partners and organizations and facilitating financial workshops within the community. With a meeting room in place to host local events and initiatives, Johnny Yeap, Branch Manager of the credit union’s newest branch, is looking forward to becoming a foundational part of the up-and-coming Burnaby area.

“The SOLO District in Brentwood is poised to become one of the most desirable areas to live, work and play in Burnaby and we are excited to work with members in this new and emerging community,” said Yeap.

About G&F Financial Group

With over 29,000 members, 14 locations and \$1.9 billion in assets under administration, G&F Financial Group proudly provides a full range of personal and business banking solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for over 75 years. Our commitment to investing in others has been recognized by BC’s Top Employers, United Way and the Burnaby Board of Trade - we continue to be inspired to make a positive impact in the lives of our members, employees, and communities.

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