**NEWS RELEASE**

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**FINAL – For Immediate Release**

**Coastal Credit Union Earns Advancing Equity Award**Chuck Purvis to Receive Lifetime Achievement Award

**RALEIGH, N.C. (November 9, 2022) –** [Coastal Credit Union](https://www.coastal24.com/) is the recipient of two [Hero Awards](https://www.carolinasleague.org/news/621346/Six-heroes-to-be-recognized-at-Carolinas-Foundations-2022-Awards-Gala-Feb.-9.htm) from the Carolinas Credit Union Foundation.

President & CEO **Chuck Purvis** has been awarded the **Lifetime Achievement Award**. As CEO of Coastal, and throughout his more than 40 years in credit unions, Purvis has exhibited a strong dedication to giving back and improving the lives of those around him. He is being recognized for a career committed to returning value to our membership, employees and the community. Among his major accomplishments:

* Co-inventing personal teller machines and establishing Coastal as the leader in video teller technology
* Navigating the financial crisis of 2008 & 2009
* Service to industry boards, including the National Credit Union Foundation, Members Development Company, and CO-OP Solutions
* During his tenure at NCUF, the creation of the Community Investment Fund
* Invention of a new digital platform and the launch of Constellation Digital Partners
* Leading Coastal through the COVID-19 pandemic
* Raising Coastal’s public and community profile

Coastal has also earned the **Advancing Equity Award** for its efforts around diversity, inclusion and belonging over the past several years. The nomination centered on the belief that credit unions are a vehicle for social justice, and that diversity, inclusion and belonging is a natural part of who credit unions are. It highlighted several recent accomplishments, including:

* Incorporating *Welcome Diversity* into Coastal’s core values
* Adopting Diversity, Equity and Inclusion as the 8th Cooperative Principle
* Conducting employee focus groups and listening sessions
* Creating a C-suite role focused on understanding the impacts of our company culture both internally and externally, and working to ensure that Coastal’s culture changes and grows in positive ways that are consistent with its mission, vision and values
* The creation of an employee-led Diversity, Inclusion & Belonging (DIB) Committee, which has representatives who represent the rich diversity of the credit union
* Setting an enterprise performance management goal of having 100% of our employees participate in a substantial diversity training

Both awards will be presented on February 9th at the foundation’s awards gala in Concord, NC, held in conjunction with the Carolinas Credit Union League’s 2023 LAUNCH conference.

**About Coastal**   
Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967 with the mission of fostering the credit union philosophy of “people helping people.” Today, with $4.66 billion in assets, Coastal serves 320,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 23 branches in central North Carolina and serves members in all 50 states through a network of 5,000 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

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