**NEWS RELEASE**

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**FINAL: For Immediate Release**

## **Coastal Credit Union Earns 2023 Leaders in Diversity Award**

 **RALEIGH, N.C. (October 13, 2023) –** [Coastal Credit Union](https://www.coastal24.com/) has been named one of the [2023 Leaders in Diversity](https://www.bizjournals.com/triangle/news/2023/10/13/2023-leaders-in-diversity-awards-coastal-credit.html) by the Triangle Business Journal. The award was presented during a ceremony on October 12, and Coastal is profiled in the October 13 edition of the business journal. This is the second time that Coastal has won the award since 2020.

“What truly matters is that every person who walks through our doors believes that they are an integral part of our team and can bring their best, true self to work each day,” said Tyler Grodi, Coastal’s President & CEO. “As leaders, it’s our duty to build a culture of inclusivity, and ensure an environment where everyone is heard and feels valued, and is appreciated for their unique backgrounds, experiences, and perspectives.”

Coastal’s recognition is centered around the strides that the credit union has made over the past several years to further its commitment to its *Welcome Diversity* core value, and fostering a culture of inclusion and belonging in the workplace. This includes:

* Senior-level accountability and dedication to understanding the impacts of Coastal’s company culture both internally and externally, and working to ensure that the culture changes and grows in positive ways that are consistent with Coastal’s mission, vision and values.
* Formally adopting Diversity, Equity & Inclusion as the 8th Cooperative Principle that guides the organization.
* Engaging Humanidei, an organization dedicated to credit union inclusivity, to further build out Coastal’s strategy and training programs.
* Continuing an employee-led Diversity, Equity, Inclusion & Belonging Council, which represents the rich demographic diversity of the credit union. The council advises Coastal leadership on DEIB matters, recommends strategy and programming, and serves as the voice of the employee community on DEIB matters.
* Achieving 100% employee participation in instructor-led Diversity, Equity, Inclusion & Belonging training.

“Humanidei was founded to help credit unions navigate their journeys to being authentically inclusive workplaces because we know when credit unions successfully attract and engage diverse talent, they better serve the needs of their members and their communities, said Jill Nowacki, President & CEO of [Humanidei](https://humanidei.com/). “It has been an honor to walk alongside Coastal and see their deep commitment—at every level of the organization-- to making a difference for those they serve.”

**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 $4.9 billion in assets, Coastal serves 331,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina.  Coastal operates 24 locations in central North Carolina and serves members in all 50 states through a network of 5,600 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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