

MEDIA RELEASE

PenFinancial Partners with Local Not-For-Profits to Help Feed Niagara Children

LocalGrowth.ca fund nutrition programs in Niagara Schools

NIAGARA, ON- June 4th, 2018 - PenFinancial Credit Union has partnered with Small Scale Farms, a PenFi Member and Niagara-based collaborative food sustainability organization, in support of Niagara Nutrition Partners, which operates nutrition programs in schools across Niagara.

Through the localgrowth.ca campaign, Small Scale Farms has produced 10,000 large bags of local organic mushroom fertilizer that is being sold across all PenFinancial locations, as well as other local businesses across Niagara. One dollar from every bag sold will be donated to Niagara Nutrition Partners to support nutrition programs in schools across Niagara.

“As Niagara’s truly local Credit Union, we are always proud to collaborate with our Members and community partners to help find solutions to such important issues that affect children in the Niagara community,” said PenFinancial CEO, Ken Janzen.

Renee Delaney, founder of West Lincoln based Small Scale Farms added, “As a grass roots organization in Niagara, it was important for us to partner with a local organization like PenFinancial that shares the same collaborative values as Small Scale Farms.”

PenFinancial’s support of this “From the Ground Up” campaign has allowed the bags of fertilizer to be sold below market value at just 8 dollars. Niagara residents can purchase the bags of soil at any PenFinancial location, online, or other Niagara businesses listed at www.localgrowth.ca.

Photo Presentation to be held:

WHEN: Monday, June 18th at 8:15am
WHERE: Glynn A. Green Public School
WHO: **Ken Janzen** – CEO, PenFinancial
DSBN Students – from Glynn A. Green Public School
Renee Delaney – Founder, Small Scale Farms
Jess Stephenson – Program Manager, Niagara Nutrition Partners

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About PenFinancial

PenFinancial Credit Union has been improving lives and strengthening communities in the Niagara Peninsula for over 60 years. With 22,000 members, and over \$600 million in assets, its roots are firmly planted and its future is strong. The credit union operates 8 branches in St. Catharines, Niagara Falls, Welland, Fort Erie, Dunnville and Fonthill. Services also include a Commercial Business Centre, Wealth Management division and Central Services office. The credit union employs 100 truly local residents.