



MEDIA ADVISORY
Welland – August 10, 2012

St. Therese & St. Elizabeth students ready to hit the ice

*Supporters and dignitaries from the community will gather to help launch the
2012 **Skates for Kids** program on Tuesday!*

What: PenFinancial Credit Union is proud to officially launch its fourth annual **Skates for Kids** Program to collect gently used skates. St. Therese and St. Elizabeth are two of the four Niagara area schools chosen in 2012.

Goal: Collect 350 pairs of gently worn skates in sizes child, youth and adult, and raise money to purchase 350 CSA approved helmets.

Why: St. Therese and St. Elizabeth are both considered 'high needs' schools, with many children and their families living at or below the poverty line. Most of these students have never been afforded the luxury of learning to skate, participate in on-ice recreation programs or organized ice sports because they don't own a pair of skates.

When: Tuesday, August 14th, 2012, 1:00 p.m.

Where: Don Cherry's Sports Grill, 3 Marina Road, Port Colborne

Who:

Vance Badawey- Mayor of Port Colborne
Steve Yochim, Tina Antonio, Rob Taylor– PenFinancial Credit Union Representatives
Daria Zmiywsky- Sun Media Niagara
Shawn Marcoux- Owner, Silvestri Sports
Rick Cole- General Manager, Don Cherry's Sports Grill
Bones – Niagara IceDogs Mascot
Staff, students & parents from St. Therese Catholic Elementary School
Staff, students & parents from St. Elizabeth Catholic Elementary School

Background: PenFinancial Credit Union is a Niagara-based financial institution that serves more than 15,000 personal and business members across the Region through six branches and one Commercial Business Centre. Membership at PenFinancial Credit Union is open to everyone. The **Skates for Kids** program collects gently used skates in order to donate them to schools that would not otherwise be able to organize a skating program. To date, the **Skates for Kids** program has donated over 1,800 pairs of skates.

For more information please contact:

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