



MEDIA ADVISORY
Thorold – August 10, 2012

Prince of Wales students ready to hit the ice

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

What: PenFinancial Credit Union is proud to officially launch its fourth annual **Skates for Kids** Program to collect gently used skates. Prince of Wales is one of four Niagara area schools chosen in 2012.

Goal: Collect 165 pairs of gently worn skates in sizes child, youth and adult, and raise money to purchase 165 CSA approved helmets.

Why: Prince of Wales School is considered a 'high needs' school, 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: Wednesday, August 15th, 2012, 1:00 p.m.

Where: Front Row Sports, 133 Front Street North, Thorold

Who:

Ted Luciani- Mayor of Thorold

Steve Yochim, Christina Saxton, Anne Pagano – PenFinancial Credit Union Representatives

Daria Zmiyiwsky- Sun Media Niagara

Denice Green- Fort Erie Credit Union

Armando Caputo- Front Row Sports

Bones – Niagara IceDogs Mascot

Staff, students & parents from Prince of Wales Elementary School

Staff, students & parents from Crystal Beach Public 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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