

MEDIA ADVISORY

Welland - November 25th, 2014



St. Mary students ready to hit the ice

Supporters and dignitaries from the community will gather to help launch the 2014/15 Skates for Kids program on Wednesday!

What: PenFinancial Credit Union is proud to officially launch its annual **Skates for Kids** Program to collect gently used skates. St. Mary is one of two Niagara area schools chosen in 2014.

Goal: Collect 220 pairs of gently worn skates in sizes child, youth and adult, and raise money to purchase 220 CSA approved helmets.

Why: St. Mary 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, November 26th, 2014, 3:30 p.m.

Where: Welland Arena, 501 King St, Welland

Who:

Bob Watson- Chief Executive Officer, PenFinancial Credit Union,
PenFinancial Credit Union Representatives
Staff, students & parents from St. Mary Elementary School
Vice Mayor of Welland- Mark Carl
Community partners

Background: PenFinancial Credit Union is a Niagara-based financial institution that serves more than 19,000 personal and business members across the Region through eight 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 2,200 pairs of skates and over 1,000 brand new CSA approved helmets.

For more information please contact:

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