

MEDIA RELEASE

Niagara students prepare to hit the ice!

*Five Niagara schools will receive complimentary skate days through PenFinancial's **Skates for Kids** Program*

NIAGARA, ON- Jan 28th 2014 – To celebrate another successful year of **Skates for Kids**, PenFinancial is covering all skate day costs for each of the schools they've supported to date. This includes ice time costs, transportation costs and a top-up of each school's skate & helmet supply.

As the **Skates for Kids** program entered into its fifth year in 2013, PenFinancial Credit Union deemed it was an appropriate time to analyze all aspects of the program to ensure that it was running as envisioned. This 'maintenance year' included several facets including; holding a roundtable discussion in the fall with representatives from all of the supported schools, topping up the skate & helmet supply at the schools and providing complimentary skate days for the schools. In addition to the skate top-ups and donation of ice-time, PenFinancial representatives will be on hand at each of the locations to provide hot chocolate and treats for the kids. Below is a listing of the skate days that have been confirmed thus far.

School	Date/Time	Location
Prince of Wales Public School, Thorold	Jan 29 th , 1:15-2:45 p.m.	Thorold Arena 70 Front Street, Thorold
Crystal Beach Public School, Crystal Beach	Feb 12 th , 1:30-2:30 p.m.	Crystal Ridge Arena 109 Ridge Road South, Crystal Beach
Maywood Public School, St. Catharine's	Feb 14 th , 10 a.m.-11 a.m.	Haig Bowl Arena 17 Beech Street, St. Catharines
St. Elizabeth Catholic Elementary School, Wainfleet	Feb 24th, 10 a.m. & 2 p.m.	Wainfleet Arena, 1943 Park Street, Wainfleet
St. Therese Catholic Elementary School, Port Colborne	April 24th, 12:30-2:30p.m.	Vale Health & Wellness Centre Rink 2 550 Elizabeth Street, Port Colborne

Skates for Kids will be accepting applications for the 2014 season. The application is open to all elementary schools in Niagara and will be made available in mid-March on www.penfinancial.com.

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*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 2,000 pairs of skates and over 800 brand new CSA approved helmets to local elementary schools. To learn more about Skates for Kids, please [view our video](#). **PenFinancial Credit Union** is a Niagara-based financial institution that serves more than 16,000 personal and business members across the Region through six branches and one Commercial Business Centre. Membership at PenFinancial Credit Union is open to everyone.*

For more information please contact:

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