



**FOR IMMEDIATE RELEASE**

Contact: Josh Juhlke  
PenFinancial Credit Union  
Tel: 289-820-9744 ex. 247  
Cell: 905-328-7431  
Josh.juhlke@penfinancial.com



**PenFinancial asks Niagara students “What do you want to be when you grow up?”  
\$4,000 up for grabs- Sprowt.ca Video Scholarship Contest launches!**

**Niagara, ON- May 6<sup>th</sup>, 2014-** PenFinancial Credit Union is asking students across Niagara to enter a video that explains in two minutes or less ‘what they want to be when they grow up and why?’ for a chance to win some scholarship funds. This year, there are five cash prizes available with the grand prize winner taking home \$2,000. The scholarship is separated into three stages.

- 1. Submission Period- May 5<sup>th</sup> – June 6<sup>th</sup>** Applicants submit their videos by uploading them to YouTube and completing the necessary application form (found on [www.sprowt.ca/scholarship](http://www.sprowt.ca/scholarship) ).
- 2. Judges Review Period- June 6<sup>th</sup>-13<sup>th</sup>** Our panel of 5 community judges (listed below) will evaluate the video submissions and select the top five.
- 3. Public Vote- June 16<sup>th</sup>-30<sup>th</sup>** Members of the public will be able to vote for their favourite video on sprowt.ca.

2013 Scholarship Winner, current Brock University Student, and now Sprowt Scholarship Judge, Marina Rose, says “With tuition and books, the costs can add up pretty quickly - winning this contest was a big help for me financially and also helped relieve some of the stress that goes along with the post-secondary transition.” She added “It was interesting to see how passionate other Niagara students are in pursuing a career in a variety of different fields.”

The judging panel responsible for selecting the top five video submissions is as follows:

					
<b>Pauline Carroll</b> Program Coordinator Business Education Council of Niagara	<b>Jack Custers</b> Manager, Programming & Community Relations TVCOGECO Niagara	<b>Dan Dakin</b> Managing Editor Welland Tribune	<b>Mario De Divitiis</b> Executive Director Leadership Niagara	<b>Marina Rose</b> 2013 Sprowt Scholarship WINNER Brock U. Student	<b>Bob Watson</b> Chief Executive Officer PenFinancial Credit Union

Bob Watson, PenFinancial Credit Union’s Chief Executive Officer, says “We know the costs of post-secondary education can be difficult for students to manage at times, which is why we deemed it so necessary to create this Niagara-based scholarship as an enjoyable and unique way for students to show off their creativity & passion.”

The scholarship is open to all students living in the Niagara Region who are planning on attending post-secondary school in the next academic year. The videos will be judged based on creativity and passion, NOT video quality. Videos must be uploaded to YouTube and abide by their terms of use. This is the fourth year that Sprowt.ca has held their Video Scholarship Contest.

- 30 -

*PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 6 branches serving over 16,000 members, PenFinancial delivers a full range of financial services and advice tailored to meet every member’s needs. Membership is open to anyone looking for a financial institution that provides superior service and reinvests in local communities to help build a stronger and more vibrant Niagara.*

*Sprowt.ca No Fee Student Banking was launched in 2010. Sprowt.ca is designed with Niagara students in mind – giving elementary, secondary and post secondary school students access to free banking services along with financial literacy tools wrapped up in a cheeky, online channel format at [www.sprowt.ca](http://www.sprowt.ca)*