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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 8th, 2015- 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- April 17th – May 22nd** Applicants submit their videos by uploading them to YouTube and completing the necessary application form (found on www.sprowt.ca/scholarship).
- 2. Judges Review Period- May 22nd- May 29th** Our panel of 7 community judges (listed below) will evaluate the video submissions and select the top five.
- 3. Public Vote- June 3rd-June 17th** Members of the public will be able to vote for their favourite video on sprowt.ca.

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

						
Vincent Atallah 2014 Sprowt Video Scholarship Winner University of Ottawa Student	Pauline Carroll Program Coordinator Business Education Council of Niagara	John Crocco Director of Education Niagara Catholic District School Board	Mario De Divitiis Executive Director Leadership Niagara	Fred Louws District School Board of Niagara Representative	Mike Krkljus Community Relations & Marketing St. Catharines Standard	Bob Watson 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, passion and overall appeal. Videos must be uploaded to YouTube and abide by their terms of use. This is the fifth year that Sprowt.ca has held their Video Scholarship Contest.

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PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 8 branches serving over 19,000 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