

# MEDIA RELEASE



## PenFinancial's New *Truly Local* Brand Encourages Niagarans to Bank Local

**NIAGARA – January 20, 2015** - PenFinancial Credit Union recently adopted a refreshed brand campaign and video series with the goal of instilling regional pride within Niagara residents and encouraging them to support the community by banking locally.

The *Truly Local Banking* brand statement has been engrained into the new brand positioning, and humour is infused across the campaign mediums to reflect PenFinancial's approachable and quirky personality.

With branches across the peninsula, PenFinancial Credit Union is truly unique as it is the only local co-operative financial institution in Niagara. With this in mind, the rebranding focuses on the sense of pride that we all have in Niagara and how the credit union reinvests locally to help build strong and caring neighbourhoods.

"100% of our members' investments are reinvested back into the local Niagara economy in the form of loans to local residents who want to buy a home, send their kids to Brock University or to a small business owner who is looking to open a downtown shop." states Bob Watson, PenFinancial's CEO. "We also provide funding to Niagara based organizations who are helping to make our communities stronger, and the cool part is that those investment decisions are made by a group of our credit union members, not by someone sitting in a head office in Toronto."

By driving the local economy and creating local jobs, community financial institutions like PenFinancial Credit Union play a key role in supporting Niagara's economy. The credit union's philosophy is that banking locally, just like eating and shopping locally, resonates with many Niagara residents who thoughtfully choose to align their money with their values.

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Learn more about PenFinancial Credit Union at [www.penfinancial.com](http://www.penfinancial.com)

Check out PenFinancial's *Truly Local Banking* videos at [www.youtube.com/penfinancialcu](http://www.youtube.com/penfinancialcu)

*PenFinancial Credit Union has been improving lives and strengthening communities for over 60 years. With 20,000 members, and \$518 million in assets, they build and nurture meaningful relationships with members, neighbours and community partners. The co-operative operates 8 branches in St. Catharines, Niagara Falls, Welland and Fort Erie, a Business and Ag Centre, Wealth Management division and Central Services office. The credit union employs 94 residents from across the Niagara Peninsula.*

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