



MEDIA RELEASE

PenFinancial Credit Union Collecting Donations in Support of Philippines Relief Efforts

Residents of Niagara invited to make a donation at their local branch

NIAGARA, ON- November 22nd, 2013

PenFinancial Credit Union launched a CanHelp program today to collect donations in support of relief efforts for the Philippines.

Over 9 million people have been affected by “super” Typhoon Hiyan and estimates are that over 10,000 people have died and most of the survivors are struggling to survive due to lack of food and shelter. “We are all very saddened by the terrible devastation” said Bob Watson, PenFinancial Credit Union’s Chief Executive Officer. “Our thoughts and prayers are with all of the residents of the Philippines as well as their families in Canada and here at home in Niagara.”

Donations to the CanHelp account will be directed through the Co-operative Development Foundation of Canada (CDF) who is one of the Ontario Credit Union Charitable Foundation’s international partners already providing support to credit union and co-operative initiatives in the region. Tax receipts will be issued for personal donations of \$10 or greater. Donations can be made at any one of PenFinancial Credit Union’s 6 branches in Niagara.

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PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 6 branches serving over 15,000 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.