

MEDIA RELEASE

#CareCash encourages the Niagara community to find cash, share and care!

***PenFinancial to hide money in locations across Niagara.
Finders can choose to keep or donate cash plus finders' charities
of choice will receive matching funds!***

Tuesday, June 3rd NIAGARA, ON - PenFinancial Credit Union is encouraging lucky residents of Niagara to pay it forward to those who could use a little something extra this summer when they search for hidden **#CareCash**. Every Friday, starting June 6, there will be envelopes containing undisclosed amounts of cash hidden in special locations throughout Niagara. PenFinancial will Tweet and Facebook hints and riddles to help you find them and they only ask one thing—that the finders accept the challenge of becoming a Care Ambassador and let PenFinancial know to which registered charity they would like the Credit Union to match the amount of **#CareCash** found in the envelope in the form of a donation. Everyone wins!

At PenFinancial, we understand that we can't possibly reach out to every person, organization, foundation or charity, so with the help of **#CareCash** Care Ambassadors, we'll get donations into the hands of more organizations and foster good will and community spirit along the way. Attached to the cash, each envelope contains a request to Tweet @PenFinancial or Facebook a photo, where it was found, and which registered charity they would like the matched donation sent to, using the hashtag **#CareCash** so we can celebrate our community's caring spirit. Each person who becomes a **#CareCash** Care Ambassador and Tweets/Facebooks about it will be able to nominate a charity of their choice and will also be entered to win a Niagara Care Package grand prize!

The idea was sparked when a PenFinancial employee was inspired by a segment on CNN featuring a wealthy man's anonymous gift of envelopes of cash hidden throughout San Francisco and tracked with the hashtag **#HiddenCash**. **#CareCash** will be hidden all over Niagara including Grimsby, St. Catharines, Fort Erie, Niagara Falls, Port Colborne, Pelham and beyond, highlighting special landmarks and community events throughout the region. Keep an eye on PenFinancial's Twitter feed and Facebook page in order to catch the riddles revealing the hiding places, to be marked with a signature green ribbon.

It's simple. Caring is sharing! Have fun, follow the clues! Find some cash and nominate a deserving charity to receive the same amount. It's all done via social media and you'll discover some of the hidden gems in Niagara along the way.

Follow [@PenFinancial](https://twitter.com/PenFinancial) on Twitter and at [Facebook.com/PenFinancial](https://facebook.com/PenFinancial) today!

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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.