



MEDIA ADVISORY

St. Catharines—March 30th, 2016

Edith Cavell students will hit the ice for the first time thanks to Skates for Kids

*PenFinancial Credit Union's Skates for Kids Program
wraps up with a celebratory skate day!*

What: PenFinancial Credit Union is proud to host a free Skate Day for Edith Cavell students and staff in celebration of successfully collecting 250 pairs of gently used skates and raising money to purchase 250 brand new helmets. All Edith Cavell students will now have the opportunity to participate in a school wide skating program throughout the school year, as the skates and helmets now belong to the school.

When: Friday, April 1st 2016, 9:30 a.m. – 12:30 p.m.

Where: Seymour-Hannah Sports and Entertainment Centre, 240 St. Paul Street West, St. Catharines, ON

Who:

Edith Cavell Elementary School students, parents and faculty
Staff and volunteers from PenFinancial Credit Union
PenFinancial Chief Executive Officer, Bob Watson
Skates for Kids Community Partners

Background: The **Skates for Kids** program collects gently used skates in order to donate them to schools that would not otherwise be able to organize a skating program. To date, the **Skates for Kids** program has donated over 3,500 pairs of skates and purchased over 2,000 CSA approved helmets for schools in Niagara. PenFinancial is Niagara's truly local Credit Union, serving more than 19,000 personal and business members across the Region through eight branches, a commercial business centre and a wealth management team.

For more information please contact:

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