

FOR IMMEDIATE RELEASE

Niagara takes centre stage at national marketing awards in Halifax

NIAGARA, May 9, 2017 – “We are Niagara. Truly Local Banking.” This is the tagline that concludes PenFinancial Credit Union’s award winning branding video which highlights Niagara and how the peninsula plays an integral part in their brand. PenFinancial was recognized at the annual **Marketing Association for Credit Union’s Achievement in Marketing Excellence Awards (AIME)** which took place at the Credit Union national conference in Halifax on Monday night.



PenFinancial received an AIME award for their video series centred around the sense of pride that we all have in Niagara and how the Credit Union reinvests locally to help build strong and caring communities. In addition to the Credit Union being recognized for their **Truly Local Banking** Brand Building Campaign, they were also recognized for their work in the area of financial literacy for their Truly Local Advice (www.trulylocaladvice.ca) blog which provides unique financial advice customized for Niagarans.

PenFinancial’s Chief Executive Officer, Ken Janzen says, “When you see the videos play, whether it’s the first or tenth time you’ve watched them, you’re left with this feeling of community pride for Niagara. To see them recognized on a national stage is truly amazing.” He continued to say “We understand the vital role that PenFinancial plays in the social and economic fabric in Niagara and this is a responsibility that we don’t take lightly. These awards are a testament- that the work we are doing is connecting with Niagara in a meaningful way.”

This year’s AIME awards attracted hundreds of entries from credit unions across Canada. The AIME awards recognize the best and brightest achievements in credit union marketing, communications and community relations through a variety of categories. PenFinancial would like to recognize the work that their creative partners, **Mitchell Reilly Pictures** and **Chimpanzee Marketing** played in these projects. You can view the award winning videos [here](#) and award winning blog at www.trulylocaladvice.ca.

About PenFinancial

PenFinancial Credit Union has been improving lives and strengthening communities in the Niagara Peninsula for over 60 years. With 22,000 members, and over \$600 million in assets, its roots are firmly planted and its future is strong. The credit union operates 7 branches in St. Catharines, Niagara Falls, Welland, Fort Erie and Dunnville. Services also include a Commercial Business Centre, Wealth Management division and Central Services office. The credit union employs 100 residents from across the Peninsula.

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