



## PenFinancial to Officially Kick Off Their Truly Local Commitment to Niagara

*Over 60 leaders representing community organizations across Niagara expected*

**NIAGARA:** PenFinancial Credit Union will be officially kicking off their **Truly Local Commitment** to Niagara this week at a special Open House where community leaders representing over 60 organizations will gather. The truly local credit union's new values-based banking model, centered around improving lives and strengthening communities is a unique approach that they believe will change the face of banking for good.

"We believe that people who want to do business with a financial co-operative that reinvests 10% of their pre-tax profits back into their community, is a Living Wage champion, commits to procuring 100% locally and injects socially responsible ideas into their products and services, will be interested to learn more about PenFinancial Credit Union." Stated Ken Janzen, CEO of PenFi.

In addition to unveiling their new **Truly Local Commitment**, they'll also distribute \$12,000 to partner organizations who were chosen to benefit from the credit union's "Compassion Wheel". New members who opened accounts at their new Fourth Avenue branch, were invited to spin the wheel, and the credit union donated \$100 on their behalf, to one of 12 partner organizations.

The credit union will also be announcing that they will be offering their meeting room, known as the "Community Room" to Niagara organizations free of charge. The room, located at their new flagship Fourth Avenue Branch, was built with the intention to bring the community together to collaborate, communicate and create.

**WHERE:** PenFinancial Fourth Avenue Branch – 295 Fourth Ave, St. Catharines  
**WHEN:** Thursday, January 31<sup>st</sup> – 3-6pm (**formal presentations at 4pm**)  
**WHO:** Ken Janzen, CEO, PenFinancial  
Community Leaders



## About PenFinancial

PenFinancial Credit Union has been improving lives and strengthening communities in the Niagara Peninsula for over 60 years. With 20,000 members, and over \$715 million in assets, its roots are firmly planted and its future is strong. The credit union operates 8 branches in St. Catharines, Niagara Falls, Welland, Fort Erie, Dunnville and Fonthill. Services also include a Commercial Business Centre, Wealth Management division and Central Services office. The credit union employs 100 truly local residents.