

For Immediate Release
Niagara, ON – December 12, 2016



Community ATM launches on Schmon Parkway

PenFinancial Credit Union holding a toy drive for Community Care to celebrate their new Community ATM

- What:** PenFinancial Credit Union will be celebrating the launch of their new **Community ATM** by holding a toy drive for **Community Care of St. Catharines & Thorold**. Members of the community are being encouraged to drop off their toys to help make the holidays a little bit brighter for children in need. PenFinancial's **Community ATM** aims to strengthen communities by donating to a Niagara-based charity every month, based on the amount of ATM usage. The first charity chosen to kick-off this special initiative is **Community Care of St. Catharines & Thorold** and they will receive \$0.50 for every ATM withdrawal that takes place before the end of January.
- When:** Friday, December 16th, 2-5 p.m. (Photo Opportunity at 3 p.m.)
- Where:** PenFinancial's Community ATM, Schmon Parkway, Thorold
- Who:** PenFinancial Credit Union Employees
Community Care of St. Catharines & Thorold Representatives
- Why:** As Niagara's Truly Local Banking alternative, PenFinancial's commitment is to improve lives and strengthen communities. The launch of their Community ATM enables them to do just that.

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About PenFinancial

PenFinancial Credit Union has been improving lives and strengthening communities in the Niagara Peninsula for over 60 years. With 21,000 members, and \$600 million in assets, its roots are firmly planted and its future is strong. PenFinancial offers a full range of chequing, savings, investment and lending products along with financial advice for consumers, farm and business owners. 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.