



FOR IMMEDIATE RELEASE

## PenFinancial Credit Union Named One of the 2016 *emPOWERING* Your Communities Campaign Recipients \$10,000 Award for credit union's *Skates for Kids* Program

**NIAGARA (May 3rd 2016)**- PenFinancial Credit Union has been chosen as one of 15 credit unions across Canada to receive a \$10,000 financial award from Concentra in support of their *Skates for Kids Program*.

Each Spring, Concentra solicits applications from credit unions across Canada, to assist them in fulfilling local initiatives. Concentra received 77 submissions in this year's *emPOWERING Your Communities Campaign*.

PenFinancial Credit Union was acknowledged for its *Skates for Kids Program*, which was launched in 2009 to assist Niagara schools in developing school wide skating programs. Since its inception, *Skates for Kids* has collected, cleaned sharpened and delivered over \$3,500 gently used skates and over 2,000 new helmets to 15 schools across Niagara. The credit union also organizes free skate days for all sponsored schools including complimentary transportation, refreshments and volunteers to help deserving children learn to skate.

"We are so very proud of our *Skates for Kids Program* and this award recognizes the hard work of our many employees, volunteers and partner organizations, including our lead sponsors, Front Row Sports in Thorold." says Bob Watson, CEO of PenFinancial Credit Union. "Our *Skates for Kids Program* is one more way PenFinancial is improving lives and strengthening communities in Niagara."

"We want to partner with and support credit unions as they serve their local communities." remarked Ken Kosolofski, Concentra President and CEO. Concentra has deep roots in the co-operative system, so it makes perfect sense to support our co-operative colleagues through *emPOWERING*."

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*PenFinancial Credit Union has been nurtured for over 60 years in the Niagara Peninsula. With 20,000 members, and \$523 million in assets, their roots are firmly planted in Niagara soil. The credit union operates 8 branches in St. Catharines, Niagara Falls, Welland and Fort Erie, one Commercial Business Centre, Wealth Management division and a Central Services office, the credit union employs 94 residents from across Niagara. To learn more visit [www.penfinancial.com](http://www.penfinancial.com)*

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