



**FOR IMMEDIATE RELEASE**

Contact: Josh Juhlke  
 PenFinancial Credit Union  
 Tel: 289-820-9744 ex. 247  
 Cell: 905-328-7431  
 Josh.juhlke@penfinancial.com

**PenFinancial asks Niagara students “What do you want to be when you grow up?”  
 \$4,000 up for grabs- Sprowt.ca Video Scholarship Contest launches!**

**Niagara, ON- May 16<sup>th</sup>, 2016-** PenFinancial Credit Union is asking students across Niagara to share their passion by entering a video that explains in two minutes or less ‘what they want to be when they grow up and why?’ for a chance to win some scholarship funds. This year, there are five cash prizes available with the grand prize winner taking home \$2,000.

The scholarship contest is separated into three stages.

- 1. Submission Period- April 29<sup>th</sup> – May 26<sup>th</sup>** Applicants submit their videos by uploading them to YouTube and completing the necessary application form (found on [www.sprowt.ca/scholarship](http://www.sprowt.ca/scholarship)).
- 2. Judges Review Period- May 30<sup>th</sup>- June 3<sup>rd</sup>** Our panel of 7 community judges (listed below) will evaluate the video submissions and select the top five.
- 3. Public Vote- June 7<sup>th</sup>-June 17<sup>th</sup>** Members of the public will be able to vote for their favourite video on sprowt.ca.

The judging panel responsible for selecting the top five video submissions is as follows:

						
<b>Pauline Carroll</b> Program Coordinator Business Education Council of Niagara	<b>Anna Caruso</b> Community Relations & Marketing Post Media Niagara	<b>Rachel Crane</b> ncTakeOff Project Manager NEXTNiagara Vice-Chair	<b>John Crocco</b> Director of Education Niagara Catholic District School Board	<b>Raiven de Souza</b> 2015 Sprowt Scholarship Winner Brock U Student	<b>Fred Louws</b> District School Board of Niagara Representative	<b>Bob Watson</b> Chief Executive Officer PenFinancial Credit Union

Bob Watson, PenFinancial Credit Union's Chief Executive Officer, says "We know the costs of post-secondary education can be difficult for students to manage at times, which is why we deemed it so necessary to create this Niagara-based scholarship as an enjoyable and unique way for students to show off their creativity & passion."

The scholarship is open to all students living in the Niagara Region who are planning on attending post-secondary school in the next academic year. The videos will be judged based on creativity, passion and overall appeal. Videos must be uploaded to YouTube and abide by their terms of use. This is the sixth year that Sprowt.ca has held their Video Scholarship Contest.

- 30 -

*PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 8 branches serving over 19,000 members, PenFinancial delivers a full range of financial services and advice tailored to meet every member's needs. Membership is open to anyone looking for a financial institution that provides superior service and reinvests in local communities to help build a stronger and more vibrant Niagara.*

*Sprowt.ca No Fee Student Banking was launched in 2010. Sprowt.ca is designed with Niagara students in mind – giving elementary, secondary and post secondary school students access to free banking services along with financial literacy tools wrapped up in a cheeky, online channel format at [www.sprowt.ca](http://www.sprowt.ca)*