

NEWS RELEASE

PenFinancial Credit Union announces partnership with Willow Arts Community

April 08, 2022 – NIAGARA – As part of our Truly Local Commitment to health and wellbeing, PenFinancial is proud to announce our partnership with Willow Arts Community as the Arts Training Sponsor for the 2022 spring season.

Willow Arts Community helps reduce barriers and provide exceptional artistic opportunities to artists and creatives with lived experience of mental illness/substance use in Niagara. Programs are provided at no cost to their membership and include a wide variety of artistic opportunities in visual, performing and literary arts.

"We are grateful for this opportunity to support the important work Willow Arts Community is doing in our community," said Ken Janzen, CEO PenFinancial Credit Union. "The need for programs to support mental health is significant, as is the need to create awareness and lessen the stigma and social isolation associated with mental illness. By supporting organizations like Willow Arts Community, we hope to help make a difference."

"We are excited to welcome PenFinancial Credit Union as our arts training sponsor this season," said Shauna MacLeod, Director of the Willow Arts Community. "With their financial support and commitment to truly local impact, together we are able to provide weekly access to arts training courses led by local artists. Our members will gain skills, create new work, build relationships, and have the opportunity to showcase their talents to an audience."

The spring season is now open for registration, with programming running from April 19 to June 29, 2022. For more information about the programs available, please visit <https://thewillowcommunity.com/currentcourses/>.

About PenFinancial Credit Union

PenFinancial Credit Union is a truly local values-based credit union committed to improving the lives of nearly 20,000 members and businesses. PenFinancial delivers a full range of financial services digitally and through a network of six branches across Niagara and in Haldimand. Through their Truly Local Commitment, the credit union is a proud Certified B Corporation and Living Wage employer who invests a portion of their pre-tax profits into the communities it serves. PenFinancial is also proud to choose 100% renewable energy with Bullfrog Power as part of their commitment to environmental sustainability. For more information visit penfinancial.com.

About Willow Arts Community

Willow Arts Community is an arts + peer support organization dedicated to reducing barriers and providing opportunities for adult artists and creatives with lived and living experience of mental illness/substance use disorder in Niagara. Willow Arts Community uses the arts as an agent of social change by connecting and engaging with the public through exhibitions, publications, and performances to lessen the effects of stigma and social isolation. For more information, visit thewillowcommunity.com.

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