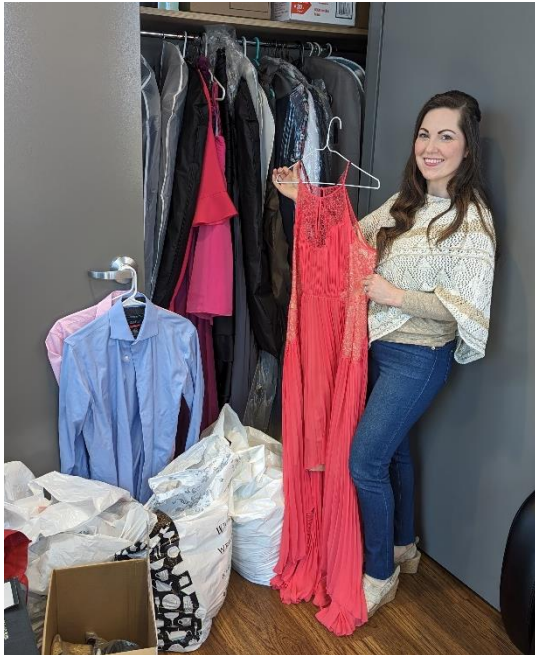


NEWS RELEASE

PenFinancial Credit Union wraps up another successful month of donations for the Prom Project Niagara



April 30, 2024 – WELLAND ON – As part of their ongoing Truly Local Commitment, PenFinancial has wrapped up another season of collecting donations for the Education Foundation of Niagara’s Prom Project.

“With the continued impacts of inflation, ensuring Niagara students have access to appropriate formal attire for the upcoming prom season has been top of mind. All students, regardless of their financial situation, should be able to celebrate their academic and personal achievements by attending their prom in something that makes them feel special and proud,” said Dana Brown, Social Purpose Coordinator at PenFinancial. “We are proud to not only sponsor the Prom Project once again this year, but to have our branches and staff involved in collecting donations from our members and the community.”

The Prom Project offers soon-to-be graduates the chance to shop a selection of pre-loved dresses, suits, shoes, and other accessories completely free of charge. The event allows all students, regardless of financial barriers, the chance to find a special outfit for their upcoming prom without having to worry about the cost. Three PenFinancial branches (Fonthill, St. Catharines and Fort Erie) have been collecting donations of gently used formal attire and accessories from members and the community since March. This year, the branch staff have seen the largest amount of donations dropped off and have been absolutely blown away by the support.

The actual event is taking place on Saturday, May 4th at St. Catharines Collegiate and at Stevensville Memorial Hall from 10:00am to 2:00pm. Many PenFinancial staff have already signed up to be volunteers at the event, to help organize the donations and help students find their perfect outfit. The Prom Project has been a staff favourite for volunteering for many years.

Shari Sekel, PenFinancial’s acting Chief Executive Officer is a returning volunteer along with her daughter, Sophie. “It’s incredibly rewarding to see the students come and browse through the hundreds of beautiful

donations and pick out a suit or a dress that makes them feel confident. Seeing the big smiles on their faces when they show off their new prom outfit is the best part of the day. The Prom Project is one of our favourite volunteer opportunities, and we look forward to helping out every year!"

PenFinancial would like to thank Susan Jackson from the St. Catharines branch, Cheryl Laur from the Fort Erie branch, and Linda Ingham from the Fonthill branch for



taking the lead on the donation collections once again this year as Truly Local Ambassadors. Another heartfelt thank you goes to all of the staff and members who donated items this Prom Project season. It's incredible to see the community come together to support graduating students.

The Education Foundation of Niagara is a registered charity that helps close to 40,000 elementary and secondary students throughout the District School Board of Niagara. They engage the community to provide needed funds and resources where government funding is not available. To learn more about EFN, visit EFNiagara.org.

For more information about PenFinancial's Truly Local Commitment, visit PenFinancial.com/TLC.

About PenFinancial Credit Union

PenFinancial Credit Union is a truly local values-based credit union committed to improving the lives its 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 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.

Media contact

Kerry Ould
Chief Marketing Officer
PenFinancial Credit Union
Kerry.Ould@penfinancial.com
905-580-9502