

MEDIA RELEASE
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Hamilton, ON - FirstOntario Credit Union rocks at Living Rock with a makeover to remember.

FirstOntario Credit Union recently announced their intention to give Hamilton's Living Rock a makeover that promises to make a real difference. Volunteers from FirstOntario will be spending the day putting a fresh face on Living Rock's reception area on Monday January 11, 2010.

"Living Rock is a fantastic organization that helps street-involved youth get off the streets and find a place of belonging in their community," said Dave Schurman, FirstOntario's Executive Vice President and Chief Operating Officer. "They offer vital resources and programs to give these kids warm meals, education and counseling so they can better their situation and get on their feet. The staff at Living Rock work so hard that they have no time to focus on their own needs. That's where we hope to make a difference. We've got a team of volunteers lined up and we're approaching local businesses to donate paint and supplies so we can upgrade the reception area at Living Rock. The reception area is the first face many of these kids see when they walk into Living Rock. We want them to see what we see – that Living Rock is a warm and inviting place that helps street-involved youth find a safe place to belong and offers promise for a better tomorrow."

FirstOntario also recently announced their sponsorship for Living Rock's eighth annual Soupfest. Both FirstOntario and Living Rock share the same dedication to helping their local communities, particularly by supporting the health and well-being of local youth. With this shared vision, the partnership between FirstOntario Credit Union and Living Rock will no-doubt be a successful one, as they work together to bring much needed support to youth-at-risk. This title sponsorship will enable Living Rock to take Soupfest to the next level.

Soupfest VIII, takes place on February 2, 2010 from 11:30 a.m. to 8 p.m., at Hamilton Convention Centre. The entire community is invited to come out and taste some of the best soup recipes from over 20 local restaurants. Funds raised provide support for Living Rock and helps build foundations for street-involved youth. Tickets are available at all FirstOntario branches in Hamilton and Burlington or through Living Rock. Visit FirstOntarioCU.com, LivingRock.ca or call Living Rock at 905-528-7625 for details.

Living Rock offers youth-at-risk a place of belonging, safety, and a bridge to the community, while supporting youth to develop a personal vision for their lives. Living Rock is located in downtown Hamilton at 30 Wilson St. (at Hughson). Visit LivingRock.ca for more details.

In business since 1939, FirstOntario Credit Union serves over 71,000 Members and offers a full suite of banking products including daily banking, mortgages, lines of credit, loans and investments. FirstOntario has over \$2.2 billion in funds under management and currently has 17 branches serving 11 communities within the Hamilton, Halton, Niagara and Haldimand/Norfolk regions. Membership is open to anyone living or working in the areas in which FirstOntario operates.

FOR MORE INFORMATION CONTACT:

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