

MEDIA RELEASE

FOR IMMEDIATE RELEASE

01/04/10

**Hamilton, ON - FirstOntario's Hamilton and Burlington Branches accepting hygiene product donations to support Living Rock starting January 4, 2010.**

As the title sponsor for Living Rock's Soupfest this February, FirstOntario Credit Union recently announced that starting January 4, 2010, all branches in Hamilton and Burlington will be accepting donations of hygiene products to support Living Rock.

"Living Rock is dedicated to helping 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. "Right now they need the help of everyone in our community. Living Rock is in need of hygiene product donations to supply to the youth that turn to them for help. We are asking everyone in our community to visit any FirstOntario branch in Hamilton or Burlington starting on January 4, to donate hygiene products like toothbrushes, toothpaste, floss, shampoo, brushes and deodorant. Living Rock is also in need of travel bags to hold these products. These simple products are relatively inexpensive and make a difference in the lives of street-involved youth. We will also be collecting hygiene product donations at the FirstOntario booth during Soupfest on February 2, 2010."

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](http://FirstOntarioCU.com), [LivingRock.ca](http://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](http://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:**

Mandy MacPhee  
Director, Marketing Strategy and Communications  
FirstOntario Credit Union  
Phone: 1-800-616-8878