

# FirstOntario

## CREDIT UNION

NEWS RELEASE

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### Hamilton, ON – FirstOntario Hits Home Run With 3 AIME Awards

FirstOntario was honoured to receive 3 awards from the Marketing Association for Credit Unions (MACU) at this year's Achievement in Marketing Excellence (AIME) Awards. MACU is a national association for credit unions across Canada. Awards are given annually as a way to showcase the best in class for marketing initiatives across the credit union system. Award winners are selected by an independent panel of marketing experts.

FirstOntario received an award in the "Coordinated Campaign" category and was also recognized with an award for our cutting-edge "Extra Safe" initiative last fall. The surprise of the evening was FirstOntario being awarded with the coveted People's Choice Award.



### FirstOntario Captures The People's Choice Award

"Receiving the People's Choice Award was exhilarating", said Christine Zalzal, FirstOntario Assistant Vice President of Sales and Marketing. "The People's Choice Award is actually voted on by your peers, so it is truly an honour to receive such an award. Our current marketing team is new and so is our partnership with our agency, TBWA\Toronto. To receive this kind of recognition for our efforts shows that we have the right mix and validates that our marketing efforts are helping us to build awareness of FirstOntario in our communities."

In business since 1939, FirstOntario Credit Union serves over 70,000 Members and offers a full suite of banking products including daily banking, mortgages, lines of credit, loans and investments. FirstOntario has over \$2.1 billion in funds under management and currently has 17 branches serving 11 communities within the Hamilton, Halton and Niagara regions as well as South-Western Ontario. Membership is open to anyone living or working in the areas in which FirstOntario operates.

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