



# SOUPFEST! -VIII-

**FirstOntario**  
CREDIT UNION

MEDIA RELEASE

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## **Hamilton, ON - FirstOntario Credit Union and Living Rock join forces to “stir up” support for youth-at-risk with Soupfest VIII.**

We are excited to announce that FirstOntario Credit Union is the new official Title Sponsor for Soupfest VIII! FirstOntario has been serving the Hamilton community for the past 70 years. Both FirstOntario and Living Rock share the same dedication to helping our communities, particularly by supporting the health and well-being of our local youth. With this shared vision, the partnership between FirstOntario Credit Union and Living Rock will be a successful one, as we 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.

Typically, in February, the weather is cold and dreary, but deep in the heart of Hamilton, at the Hamilton Convention Centre, something warm and wonderful will be taking place. The atmosphere is exciting and welcoming for restaurants to present their best soup recipes for the public to taste, as they mingle and learn more about Living Rock and our Soupfest sponsors.

Living Rock continues to “stir up support for youth-at-risk” with this unique event. Soupfest raises funds to support the many programs offered by our resource centre, and helps us make community connections for our employment preparation program.

Over 5,100 people supported Soupfest last year including, community leaders, celebrities and street-involved youth. They gathered to taste the best soups Hamilton has to offer, and helped celebrate the work of Living Rock, and support homeless and at-risk youth. The Hamilton Tiger-Cats, youth art displays, “Toonie Raffle”, media personalities and distinguished politicians give the event glamour. Garnished with some talented musicians and artists, it is a recipe for a perfect day.

*“Soupfest has had an incredible impact on my restaurant! You can’t pay for the value of shaking hands with over 5,000 people.”*

**George Campbell- Owner of West Plains Bistro.**

*“Living Rock is a great organization and received the best media coverage in the city, the energy is very positive... a benefit to all the restaurants and to the charity itself.”*

**George Brown**

*“[Soupfest] was professionally run, well staged and attracted terrific restaurants”.*

**Brian J. Mullan, Chief of Police**

- What: FirstOntario Credit Union Presents: Soupfest VIII in support of Living Rock
- When: Tuesday, February 2, 2010: 11:30 a.m. – 8:00 p.m.  
Opening Ceremonies: 12:00 p.m. - 12:30 p.m., featuring Doug Tulloch, #58 Royal Canadian Legion. Phill Botting will sing the National Anthem.  
Closing Ceremonies: 7:30 p.m. – 8:00 p.m.
- Where: Hamilton Convention Centre, 1 Summers Lane, Hamilton, ON
- Costs: Adults: \$10 for four, 4 oz. bowls of soup (Book of 10 for \$80)  
Seniors (60 and over): \$8 after 2:00 p.m. (Senior Time – 2:00 p.m. to 4:00 p.m.)  
Children (12 and under): \$5 for three bowls of soup
- Who: **Restaurant participants include;** Collins Brewhouse, Charlie West, Dalina's Restaurant, Jack Astor's Bar & Grill, Lezley's Chaps Sports Bar, Nina's Bistro & Wine Bar, Saffron Restaurant at the Plaza Hotel, Thirsty Cactus, Tuckers Market Place, West Plains Bistro, Whistling Walrus, Ya Man Caribbean Cuisine
- Notes: The Phill Botting Band will be performing at Hamilton Place the 8:00 p.m. the night of Soupfest. Soup & Song tickets are available through Ticketmaster and include admission to both events. Tickets for Soupfest only can be purchased through Living Rock. Phill Botting won Country Music Television's televised national Chevy Karaoke Star in 2008. He is donating a portion of the profits made by his concert to Living Rock.

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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