



April 12, 2017

TIGER-CATS ANNOUNCE EXCLUSIVE PARTNERSHIP WITH FIRSTONTARIO CREDIT UNION

Hamilton's Football Team and Hamilton's Financial Institution unite to showcase the "Best of Hamilton" at Tim Hortons Field

Tiger-Cats fans will now be able to experience elements of the "Best of Hamilton" throughout Tim Hortons Field as the Hamilton Tiger-Cats and FirstOntario Credit Union, two organizations deeply rooted in the Hamilton community, unveiled details on a new and innovative partnership on Wednesday. The partnership, which will make FirstOntario the exclusive financial institution of the football club and Tim Hortons Field for the next five years, will provide a series of fan experience enhancements to the stadium that are designed to celebrate elements of Hamilton's thriving cultural renaissance.

The Tiger-Cats, formed in Hamilton in 1869, and FirstOntario, an institution that opened its' doors as the Stelco Employees Credit Union in Hamilton in 1939, are category leaders in their respective fields that will now come together as partners. Programming highlights of the partnership include:

- **The FirstOntario Community Lounge** - located on level 2 of the east side stands at Tim Hortons Field, will be a free-to-access fan-oriented space that is designed to deliver fans a comfortable area to enjoy food and beverage while still engaging in the Tim Hortons Field social experience. The lounge will feature a 40-foot-wide fan image collage that celebrates Tiger-Cats fans and FirstOntario Members showcasing their team and Hamilton pride.
- **The FirstOntario Members Suite Level** – This transformational new suite level experience will highlight the cultural touch points of the "Best of Hamilton" to showcase local art, music and food which are all part of the Tiger-Cats and FirstOntario Credit Union's commitment to giving back to the communities they operate in. To further enhance the experience, the new FirstOntario Members Suite Level will provide an added layer of entertainment with gathering spaces and social areas programmed with high-end interactive games and a re-imagined menu that integrates Hamilton-inspired specialty items from Levy Restaurants.
- **First on the Field Flag Football Program presented by FirstOntario Credit Union:** Free for all participants and geared towards children aged eight to 13, the four flag football sessions at Tim Hortons Field in May 2017 will include 90 minutes of warm-up, skill development and games coached by Tiger-Cats players and coaches. The program, which supports the development of football in Hamilton and the surrounding area at a grassroots level, provides its' participants with the opportunity to learn from Ticats players in a safe and fun environment.

****[CLICK HERE TO WATCH PARTNERSHIP ANNOUNCEMENT VIDEO](#)****

“This is a very exciting time for FirstOntario as we partner with a like-minded organization that shares our values and our commitment to our communities,” said Kelly McGiffin, President and CEO for FirstOntario Credit Union. “FirstOntario lives and works in Hamilton and the surrounding areas and it’s important for us as a credit union to reinvest our profits back into the places where we live and continue to grow. We look forward to sharing this experience with our Members, the fans and the Hamilton Tiger-Cats organization.”

“We’re extremely proud to welcome FirstOntario Credit Union to the Tiger-Cats and Tim Hortons Field corporate partner family,” said Matt Afinec, Executive Vice President of the Tiger-Cats. “We have been neighbours in the community for decades and are now extremely excited to stand alongside FirstOntario as two great Hamilton-established and operated organizations come together to celebrate the ‘Best of Hamilton’ to enhance the live viewing experience for all fans.”

About the Hamilton Tiger-Cats Football Club

A proud member of the Canadian Football League (CFL), the Hamilton Tiger-Cats have a rich 148-year history which includes 15 Grey Cup Championships. Season seats are now available for the 2017 season for as low as \$19 per game, including reduced pricing in sections 212 thru 218. In addition, new season seat holders receive 25% off of their first Hamilton Tiger-Cats jersey courtesy of the Tiger-Cats Shop. Season seats can be purchased online at ticats.ca/tickets or by calling 905-547-2287. For more information, log onto ticats.ca.

About FirstOntario Credit Union

FirstOntario has been serving Members in the Golden Horseshoe, Niagara Region and Southwestern regions of Ontario since 1939. FirstOntario is the province’s second-largest credit union with more than 110,000 members and \$4 billion in assets under management. Everyone is welcome to be part of FirstOntario for banking services including daily banking, mortgages, lines of credit, loans and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award winning student nutrition program. Learn more about us today at FirstOntario.com.

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