

For Immediate Release

**FirstOntario Credit Union and the Hamilton Bulldogs extend their partnership  
and long-term commitment**

**Hamilton, ON, March 14, 2018-** FirstOntario Credit Union has been named the official financial institution of The Hamilton Bulldogs hockey club and The Hamilton Bulldogs Foundation in a move that will enhance an already successful community partnership. This long-term commitment will see both organizations, both deeply rooted in the Hamilton community, strive to make an even bigger impact in the city.

FirstOntario will also become the Foundation's largest corporate donor. This enhanced partnership will have a significant impact on schools where nutritious breakfasts and snacks are served to the areas with the highest needs.

"FirstOntario Credit Union and the Hamilton Bulldogs have the same goals. As a cooperative organization, we look out for the people in our communities and as a credit union, we use our profits for a higher purpose," said James Lefebvre, FirstOntario's Senior Vice President, Member Experience and Business Services. "Student nutrition is important to our credit union, our employees, our Members and the Hamilton Bulldogs Foundation. We all have a role to play in helping others, and this is one of the ways where we can make a significant impact."

For the past 17 years, the Bulldogs Foundation has provided funds to non-profit community groups and supported educational and community programs through the promotion of healthy, active and empowered youth. The commitment and contribution from FirstOntario and its Blue Wave employee volunteers will go directly into supporting the Bulldogs Foundation Breakfast program and many other initiatives.

"The Hamilton Bulldogs and Bulldogs Foundation are very excited to build upon an already successful partnership with FirstOntario," said Michael Andlauer, Chairman and Founder of the Bulldogs Foundation and owner of the Hamilton Bulldogs. "Both organizations share a deep commitment to making a positive impact in the Hamilton community and this extension will ensure the Bulldogs Foundation Breakfast Program continues providing a healthy and nutritious breakfast for more than 10,000 Hamilton kids each day. Our local schools will not just benefit from an expanded program but also with the hands on support of the FirstOntario employees who volunteer their time to the Blue Wave program."

## **About FirstOntario Credit Union**

FirstOntario has been serving Members in the Golden Horseshoe, including Hamilton, Halton, the Niagara Region and Southwestern regions of Ontario since 1939. FirstOntario is the province's second largest credit union with 32 locations, more than 115,000 Members and \$5 billion in assets under management. Everyone is welcome to be part of FirstOntario for financial services including daily transactions, 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](http://FirstOntario.com).

## **About The Hamilton Bulldogs and The Bulldogs Foundation**

The Hamilton Bulldogs are a major junior ice hockey team in the Ontario Hockey League that began to play in the 2015–16 season. Based in Hamilton, Ontario, the Bulldogs play their home games at the FirstOntario Centre. The mission of the Bulldogs Foundation is to enrich the lives of children and youth in the Greater Hamilton Area through the assignment of tickets, cash donations, and gifts in kind. By doing so, it aims to promote the creativity of interactive programs involving education, physical fitness and personal well-being. The Foundation's main purpose is the promotion of healthy, active and empowered youth by providing funds to non-profit community groups and by supporting educational and community programs. Through various educational, wellness, and community programs, the Bulldogs Foundation utilizes signature fundraising events to help generate its revenues by partnering with many corporate and individual supporters.