



**FirstOntario Credit Union Partners with Teresa Cascioli and *M is for Money*®  
to lead financial literacy campaign in Ontario**

**(Hamilton) January 23, 2018** – FirstOntario Credit Union is partnering with Canadian entrepreneur and author, Teresa Cascioli and *M is for Money*®, her nine book financial literacy series, to lead a campaign in to support children’s financial literacy in Ontario. Anyone who opens a new account for a child up to the age of 10 at any one of FirstOntario’s 32 locations will be rewarded with *M is for Money* books.

James Lefebvre, Senior Vice President, Member Experience, Business Services at FirstOntario Credit Union says, “Learning financial skills early in life is key to becoming financially sound adults.” “FirstOntario is pleased to partner with Teresa Cascioli in leading this financial literacy initiative in the communities we serve.”

The *M is for Money* book series is the first all-Canadian children’s book series on the topic of financial literacy and follows the financial adventures of its main characters, Tessa and Benji, as they learn about basic money concepts. The series deals with a variety of important money concepts such as budgeting, savings, taking out a loan and more.

Anyone who opens a new FirstOntario account for a child up to the age of 10 will receive the first three books within the series. Additional account transactions will also be rewarded with books within the series, until all nine books are collected.

“I am thrilled to be part of the financial literacy movement and could not have secured a better financial services partner and community supporter than FirstOntario,” says Cascioli. “Financial literacy is just as important as reading and writing,” explains Cascioli. “The books reinforce the reason for opening a FirstOntario account and will help to initiate other important money conversations with children.”

## **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 Teresa Cascioli, Entrepreneur, Philanthropist, Author**

Teresa Cascioli is one of Canada's top entrepreneurs. She is a Commerce graduate from McMaster University in Hamilton, Ontario. As the former CEO of Lakeport Brewing she took the company from bankruptcy to a \$201 million sale to Labatt in just 8 years. She led one of Canada's most successful income trust public offerings. This award winning entrepreneur has been featured on Profit and Chatelaine Magazine's lists of Canada's Most Successful Women and has been named one of the Women's Executive Network *Top 100 Canada's Most Powerful Women*. She was awarded *Entrepreneur of the Year* by Canada's Venture Capital & Private Equity Association as well as by Ernst & Young in their turnaround category. She was inducted in the Sales Hall of Fame by the Canadian Professional Sales Association. In 2012, Cascioli was awarded the Queen's Diamond Jubilee Medal. Teresa served as Strategic Advisor to Labatt and KPMG and was a board member of the Brewers' Association of Canada. Teresa is the author of the *M is for Money* book series which introduces children to financial literacy. She devotes her spare time to charitable causes and has donated in excess of \$6 million to her community including funding of McMaster University's Chair in Entrepreneurial Leadership and has earned the title of Philanthropist of the Year in her community.

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