

For immediate release

New FinTip\$ series offered through FirstOntario and Brock University supports financial literacy

Student-hosted interviews with FirstOntario financial experts helps with learning about managing money

Hamilton, ON, June 1, 2022 – As part of FirstOntario Credit Union’s partnership with Brock University, a new financial literacy series recently debuted to support post-secondary students on their financial journey.

Four episodes of FinTips\$ have been released on Brock’s digital channels and feature FirstOntario’s Chief Strategy Officer and CHCH Morning Live’s Finance Friday personality, Dave Schurman. This unique digital program was designed in collaboration with the school’s Student Accounts and Financial Aid department.

“When we first started working with Brock, we knew there would be different opportunities where we could connect with students to help them build their financial literacy skills,” said Lloyd Smith, CEO, FirstOntario Credit Union. “FinTips\$ is one of the ways we can share what we do best to benefit our communities.”

In each episode, a student interviews Dave Schurman in search of student-focused knowledge and understanding on financial topics such as budgeting, good versus bad debt, debt repayment and credit ratings. More segments are being planned.

The new FinTip\$ series follows the Goodman Lemonade program that supports Grade 4 students by showing them how to brainstorm, design and market a lemonade stand. Both of these initiatives are part of FirstOntario and Brock’s three-year partnership to help students of all ages build financial literacy skills through the development of innovative, student-centered programming.

“This is an excellent example of a community partnership that benefits both Brock students and young people throughout the Niagara region and beyond. Financial literacy is fundamental to personal financial success and often a major cause of personal stress. We are pleased to partner with FirstOntario Credit Union in the expansion of our financial literacy educational programming,” said Lynn Wells, Interim President and Vice-Chancellor, Brock University.

The FinTip\$ series can be viewed at:

[Episode 1: Budgeting](#)

[Episode 2 – Dealing with Debt: Good Debt and Bad Debt](#)

[Episode 3: Building a Good Credit Rating: Manage your Credit Score](#)

[Episode 4 – Debt and Repayment](#)

For more information, please contact:

Stacey Marshall, Manager, Communications and Public Relations
FirstOntario Credit Union
905-387-2133

About FirstOntario Credit Union

FirstOntario is a full service cooperative financial institution, serving members for more than



80 years throughout the Golden Horseshoe, Niagara Region and Southwestern regions of Ontario. With \$5.8 billion in assets under management, FirstOntario is one of Canada's largest credit unions. 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.