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HAMILTON SPORTS GROUP, FIRSTONTARIO CREDIT UNION EXTEND PARTNERSHIP

Two strong, homegrown organizations working together to benefit the community

The Hamilton Sports Group and FirstOntario Credit Union announced Tuesday, a five-year extension to their innovative partnership focused on providing social and community impact.

"We are extremely proud to continue our long-standing partnership with FirstOntario Credit Union, an organization that shares many of our core values," said Matt Afinec, President & COO of the Hamilton Sports Group. "Together, we will continue to build on many of the tremendous community initiatives that we have built in the past but also find new and exciting ways to make a lasting impact in the Hamilton community, especially with the youth who are the future of our city & region."

Through the partnership extension the two organizations will continue to combine their expertise in support of community initiatives focused on youth. FirstOntario staff and Hamilton Tiger-Cats and Forge FC athletes will host special events and visit Hamilton schools to promote financial literacy and advocate the importance of healthy and balanced lifestyles.

"The Hamilton Sports Group and FirstOntario share the same values and commitment to the community and our partnership is a great example of how like-minded organizations can make a positive difference in the fabric of the community," said Lloyd Smith, CEO of FirstOntario Credit Union. "Our credit union believes in the importance of investing our profits back into our communities and we are proud to continue to build on our work to strengthen youth health and wellness."

As the exclusive financial institution of the Hamilton Tiger-Cats & Forge FC, FirstOntario plans to offer more exclusive financial products and benefits for fans, like the popular FirstOntario Ticats Debit Card that offers savings on purchases at the Ticats Retail Shop and exclusive gameday opportunities like pregame sideline access.

"We are delighted to share the excitement of the Hamilton Sports Group partnership with our members, employees and neighbours throughout Greater Hamilton and the Golden Horseshoe, and to celebrate our longstanding tradition of bringing people and organizations together," said Jennifer Finlay, President & CAO, FirstOntario Credit Union.

COMMUNITY COMPONENTS OF THE PARTNERSHIP:

- **FirstOn the Field Flag Football, presented by FirstOntario Credit Union** welcomes hundreds of children from local schools to participate in a flag football session at Tim Hortons Field. The program provides an opportunity to for youth aged 8 – 13 to learn from Tiger-Cats players in a safe and fun environment.
- **Ticats BeFit Program, presented by FirstOntario Credit Union** aims to educate the youth of TigerTown and the surrounding regions on the importance of living a healthy and active lifestyle and is led by Ticats players and Dance & Cheer Team members. Each year, the Ticats host a BeFit Day held at Tim Hortons Field for thousands of elementary school students.
- **Forge FC Captain's Award, presented by FirstOntario Credit Union** will be awarded to six young athletes that embody the characteristics and values of Forge FC Captain, Kyle Bekker. The award was created to inspire young athletes in the Greater Hamilton Area to continue to develop their leadership, teamwork and communication skills, on and off the pitch and represent their city and club with pride.
- **Fit With Forge Program, presented by FirstOntario Credit Union** is designed to engage groups of students throughout the Hamilton and surrounding areas. The program allows students to interact with professional soccer players while learning more about fitness and health in a fun, active way.

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 \$5.9 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.

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