

Media Release

Creative Arts Financial introduces energetic new brand to support Canadian creative industry

Toronto, ON, November 20, 2025 – Creative Arts Financial has introduced a new dynamic brand that embodies their commitment to empower a thriving creative community.

“Creative Arts Financial is on a bold path to be the go-to financial institution for creatives across Canada,” said Nick Eddy, branch manager, Creative Arts Financial. “Our banking services are driven by an in-depth understanding of the unique opportunities, challenges and dynamics that creatives face in their industry.”

Unlike traditional banks, Creative Arts Financial creates people-crafted solutions, financial wellness education and a unique understanding of the creative world. The Creative Arts Financial team helps members take on their financial aspirations with confidence.

Creative Arts Financial offers the products and services members require to achieve their financial goals, such as competitive savings, investment and deposit accounts and a variety of lending products, including mortgages and lines of credit.

As part of the rebrand, Creative Arts Financial has introduced a new logo and corporate colours that convey a visual link to the renewed energy and focus of the credit union and a refreshed website.

About Creative Arts Financial, division of FirstOntario Credit Union

Creative Arts Savings Financial, a division of FirstOntario Credit Union, offers financial services to meet the needs of people in the Canadian creative industry. Creative Arts Financial thinks differently about creatives than banks do. We understand the industry and the people in it. We offer our members a full-service line-up, competitive products and rates. Learn more at CreativeArtsFinancial.com.

About FirstOntario Credit Union

FirstOntario is a full service cooperative financial institution, serving members for more than 85 years throughout the Golden Horseshoe, Niagara Region, and Southwestern regions of Ontario. With \$7.6 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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