

## **FirstOntario Credit Union calling for food donations as part of collaboration with World Rowing Championships**

**St. Catharines, ON, July 29, 2024** – FirstOntario Credit Union is a proud community partner of the 2024 World Rowing Championships and supporter of the Food Sustainability Program. For the St. Catharines competition, event organizers partnered with FEED Niagara, a local organization dedicated to stopping hunger in the Niagara Region through its network of 10 food banks.

Part of the event includes the *Mega Worlds Fan Festival* and in support of FEED Niagara, attendees can contribute to the fight against hunger through non-perishable food donations and financial support at the entrance to the free event. Donations can also be made at any Niagara-area FirstOntario Credit Union branch until August 9. Everyone who donates will receive a ticket for a free ride on the Mega Worlds Ferris Wheel during the festival from August 21-24. FirstOntario employees will also be there to accept donations during the festival.

“What makes this partnership meaningful for FirstOntario is the attention organizers have placed on addressing food insecurity in the region, which is a key focus area for our organization, and we’re pleased to extend our involvement through this world class event,” said Lloyd Smith, CEO, FirstOntario Credit Union.

FirstOntario is proud to play a role to help strengthen, support and highlight the community. In addition, FirstOntario is supporting the event’s charity school ticketing program which will provide 250 tickets for kids from the District School Board of Niagara and Niagara Catholic District School Board.

From August 18-25, St. Catharines will host the 2024 World Rowing *Senior, Under 23* and *Under 19* championships at the historic Royal Canadian Henley Rowing Course. The event will bring together 2,500 athletes from over 80 countries in what is the biggest and most important international rowing event of the season.

### **For more information, please contact:**

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### **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 \$6.6 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 re-invested back 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).