

**FOR IMMEDIATE RELEASE**

## **Pelham Community will enjoy a Truly Local Banking Alternative in 2017**

**NIAGARA- December 19, 2016-** In response to a growing community of members, and an evolving truly local neighbourhood brand, PenFinancial Credit Union is pleased to announce that they will be building a new branch at the Marketplace Development in Fonthill. Construction of a boutique-style branch on Highway 20 will begin in the Spring of 2017 with the goal of opening their doors in the fall.

“We are very excited to be offering Pelham residents and businesses a remarkably different, truly local banking alternative that is an expression of our commitment to improving lives and strengthening communities.” stated Ken Janzen, PenFinancial’s Chief Executive Officer. “We understand the Niagara economy, the history, its exciting future and the growing needs of a population that deserves to bank with a credit union committed to serving the Niagara Peninsula. We are not interested in becoming a bank, or growing simply for the sake of it. Our localness is our advantage and we believe that people here deserve their own financial alternative.” He added.

The new branch will be designed by St. Catharines based Quartek Group who will be repurposing many of the design elements created for their credit union’s new Fourth Avenue St. Catharines location which will also be opening in 2017. Although the branches will look similar, each community’s local history will be reflected in the interior design. In addition to retail banking services, the Fonthill branch will also provide members with access to Wealth Management and Commercial and Agricultural banking specialists.

“The construction news of our Fonthill location is the first step in building meaningful relationships to help grow the lives of members in a very thriving community,” said Rhonda Taylor, Pelham native and PenFinancial’s Director of Member Services. “We are excited to be introducing Pelham residents to a uniquely different, memorable, genuine, truly local banking experience.” She continued.

PenFinancial has created an [asktheceo@penfinancial.com](mailto:asktheceo@penfinancial.com) email address encouraging transparent, two way communication between Ken Janzen, the credit union’s CEO, and all members through the transition period.

***About PenFinancial***

*PenFinancial Credit Union has been improving lives and strengthening communities in the Niagara Peninsula for over 60 years. With 21,000 members, and \$600 million in assets, its roots are firmly planted locally. PenFinancial credit union operates 7 branches in St. Catharines, Niagara Falls, Welland, Fort Erie and Dunnville. The credit union employs 100 residents from across the Peninsula. To learn more visit [www.penfinancial.com](http://www.penfinancial.com)*

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