



MEDIA RELEASE

\$10,000 in scholarships to be awarded to local students headed to Brock University and Niagara College

Students to share how COVID-19 has financially impacted their lives

April 20, 2020 – NIAGARA – PenFinancial Credit Union will be awarding \$10,000 to Niagara area students planning to head to Niagara College or Brock University in 2020. The ***Truly Local Video Scholarship Contest*** aims to encourage students graduating from Niagara area secondary schools to submit a two minute video, outlining how they have been financially impacted by COVID-19 and how the pandemic has made them think differently about the importance of community.

“In the wake of COVID-19, we have witnessed the impact of the financial security of many families across our communities and recognize some graduating high school students may now not have the financial means to attend post-secondary school.” Stated Ken Janzen, the credit union’s CEO. “We wanted to help in some way and feel that the video contest will be a welcomed creative diversion while they’re isolated at home.” Janzen continued.

Video entries will be judged on creativity, passion and overall appeal. A committee of community leaders will narrow down the entries received to the “Top 5”, at which time will then be introduced to the public to vote for their favourite. Judges include Brock University President Gervan Fearon, DSBN Education Foundation Executive Director Laura Byers, Niagara College President Sean Kennedy, NCDSB Communications Officer Jennifer Pellegrini, and PenFinancial’s CEO Ken Janzen.

“Niagara Catholic is grateful to have PenFinancial as a community partner for the Board, particularly for its strong support of our students. We are grateful that our students will have the opportunity to access this new scholarship, and hopefully it will make life a little easier for them in what has been a challenging final year of Catholic high school.” Shared Jennifer Pellegrini, Communications Officer at NCDSB.

The **Truly Local Video Scholarship Contest** centres around the credit union's **Truly Local Commitment** to Niagara, which includes the pledge to buy locally, address regional poverty, affordable housing and mental health challenges, give back 10% of pre-tax profits, be a Champion Living Wage Employer and a B Corporation certified company with the promise of using business as a force for good.

The Truly Local Video Scholarship Contest deadline is Friday, May 29th. Details can be found at <https://penfi.ca/scholarship/>.

About PenFinancial: *A truly local values-based credit union that is committed to improving the lives of over 20,000 members and businesses. PenFinancial delivers a full range of financial services online, by mobile and through a network of 8 branches across Niagara. Through their Truly Local Commitment, the credit union is a proud Certified B Corporation and Living Wage employer who invests 10% of their pre-tax profits into the communities it serves. For more information visit www.penfi.ca*

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