

## **FirstOntario Credit Union kicks off the Season of Giving by helping in traditional and new ways**

*Food bank donations and support of toque campaign with local business partner are front and centre*

**Hamilton, ON, November 27, 2023** – FirstOntario Credit Union is once again proud to kick off its annual Season of Giving with a financial donation to help address food insecurity. FirstOntario will be donating \$110,000 to food banks in communities that are served by the credit union, covering Hamilton, the Niagara Region, Halton, Haldimand-Norfolk and several communities in southwestern Ontario.

The donation is in addition to the 650 pounds of food collected during the recent Community Race to the Cup, held during the Grey Cup Festival. Food was donated on race day and at FirstOntario branches. FirstOntario CEO Lloyd Smith participated in the event, along with approximately 2000 local elementary students in an effort to raise awareness around food insecurity.

FirstOntario is also pleased to partner with Toques From The Heart, a local Hamilton company to provide new toques to people in need. New this year, for every toque purchased, Toques From The Heart will donate one to a local charity.

“Giving back to our communities is a core FirstOntario value,” said Lloyd Smith, CEO, FirstOntario. “Food insecurity, student nutrition and homelessness are among the key priority issues of focus for our organization. These are challenging economic times for many people and we believe it’s even more important to support our communities and help take care of our neighbours in need.”

### **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 \$6.5 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](http://FirstOntario.com).

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