



## **MEDIA RELEASE**

### **FOR IMMEDIATE RELEASE**

OCTOBER 26, 2015

#### **New Name for Soo Curlers Association**

SAULT STE. MARIE – Arena Managers Brad Jacobs and Ian Fisher, along with representatives from the Soo Curlers Board of Directors, have accepted Community First Credit Union’s proposal to acquire the naming rights of the Soo Curlers Association.

The Soo Curlers Association and Community First Credit Union will formally enter into an agreement, and the arena will officially take the name, Community First Curling Centre. Community First has entered into a long term agreement to support the association.

“The Soo Curlers Association is an iconic recreation facility in the city of Sault Ste. Marie, and we are excited to embark on this relationship,” said Community First Credit Union CEO Brent Lamming. “One of Community First’s strategic pillars is partnerships. To us, this means developing partnerships with organizations that focus on the same goals as we do; supporting the community through recreation, and making a lasting impact by giving back to the city in a positive way.” Community First Credit Union Board Chair Jeff Piper says, “Our two organizations are like-minded in our community values, and we are committed to working in tandem with the Soo Curlers Association to build a better Sault Ste. Marie. The Community First Curling Centre will continue to be a great source of local recreation for years to come.”

Arena Manager Brad Jacobs adds, “We are very pleased that the Community First Credit Union has chosen to partner with us. This relationship will allow us to further our reach into the community, and experience the kind of growth and promotion we have been hoping for. Community First Credit Union is a truly local partner looking to give back, and we are very much looking forward to the future of the Community First Curling Centre.”

The first year of the agreement will see Community First Credit Union making investments in signage, as well as physical enhancements inside the curling club. In

addition, Community First will support the curling club's endeavours by actively promoting the facility in their two Sault Ste. Marie branch locations as well as online.

This is Community First Credit Union's second naming rights relationship in 2015, recently securing a relationship with the Community First Soo Pee Wee Arena. The financial institution is aiming to continue to invest in the community and provide support to these two facilities for years to come.

### **About Community First Credit Union**

Community First Credit Union Limited is a full service credit union open to everyone living in the province of Ontario. Community First offers a full range of financial products and services for both personal and business banking. Located in Northeastern Ontario and operating for over 65 years, Community First has two branch locations in Sault Ste. Marie, and one in Timmins. Members/Owners have convenient access to over 2,400 surcharge-free ATMs across Canada through THE EXCHANGE® Network.

### **About Soo Curlers Association**

The Soo Curlers Association is a non-profit organization that has been providing a place for curling in Sault Ste. Marie since the early 1900's. The Soo Curlers Association was officially registered a non-profit corporation in December 1944. The club generates the majority of its revenue from its membership in the form of dues, and also from its bar, kitchen, pro shop, tournaments and bonspiels.

- 30 -

For further information, contact:  
Kirstin Dias  
Marketing & Communications Specialist  
Community First Credit Union  
T. (705) 942-2964  
E. [kdias@communityfirst-cu.com](mailto:kdias@communityfirst-cu.com)