



Alterna Savings Donates \$50,000 Annually to Support Enactus

Toronto, ON – June, 3 2020– Alterna Savings is increasing their annual support and donating \$50,000 to Enactus Canada to help foster the next generation of entrepreneurial leaders.

“After participating as judges and volunteers at this year’s Enactus National Exposition, we were amazed by the leadership and creativity displayed to help enrich their communities,” said Rob Paterson, President and CEO of Alterna. “As organizations, our values are very much aligned, and we are excited to increase our commitment and support of Enactus Canada”.

“Alterna Savings and Alterna Bank is a long-time partner of Enactus Canada and we are so excited to see them increase their annual contribution and sign on to host the Enactus Semi-Final Round of Competition at the 2021 Enactus Canada National Exposition! We wouldn’t be where we are today, if it wasn’t for the support of brands like Alterna who share our vision and passion for helping communities thrive,” said Nicole Almond, President of Enactus Canada.

Alterna Savings began actively supporting Enactus in 2013. In 2016, they agreed to a 10-year commitment that has increased steadily in the amount of annual contributions. With this latest increase to \$50,000 annually, Alterna will have made a cumulative impact of over \$470,000 by 2026. In addition, Alterna Savings will host the 2021 Enactus Semi-Final Round of Competition where students showcase how their outreach projects and business ventures are uplifting communities and enabling progress through entrepreneurial action.

“Supporting these young leaders is crucial,” adds Rob. “It positions them to provide community-focused solutions to current and future challenges we all face, and it forms a large part of our corporate social responsibility efforts as an organization.”

Alterna is proud to support [Enactus Canada](#), an organization that helps shape generations of entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada. Guided by academic advisors and business experts, the student leaders of Enactus Canada create and implement community empowerment projects and business ventures in communities coast-to-coast.

About Alterna Savings

Alterna Savings and Credit Union Limited (Alterna) has been the good in banking for 112 years! Alterna is made up of Alterna Savings and Credit Union Limited and its wholly-owned subsidiary, Alterna Bank. Together, we have \$9.3 billion in assets under administration.

As the first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares its expertise with more than 183,000 members through a network of 36 branches across Ontario, that includes partners Toronto Municipal Employees’ Savings, City Savings, Quinte First Credit Union and Peterborough Community Savings; as well as call centre and digital channels. Members and customers also benefit from industry-leading online brokerage, investment management services, and have access to the largest surcharge-free ATM network in Canada through THE EXCHANGE® Network, with over 3,700 ATMs to serve them.

For more information please visit www.alterna.ca and connect with us on <https://twitter.com/alternasavings>.



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