



KIDS FROM BIG BROTHERS BIG SISTERS WATERLOO REGION WILL LEARN TO SKATE FOR FREE OVER MARCH BREAK

YNCU is collaborating with the Ontario Hockey Federation to offer free skating lessons

Kitchener, ON | March 6, 2024 - YNCU, in collaboration with the Ontario Hockey Federation (OHF), is thrilled to announce an exciting partnership that extends the Motivate 2 Skate initiative to benefit the young participants of the Big Brothers Big Sisters of Waterloo Region Program.

Scheduled to kick off over March Break at the Sportsworld Arena in Kitchener, Motivate 2 Skate provides unique opportunities for participants to acquire fundamental skating skills. Skaters will be accompanied by Hockey Canada-trained on-ice instructors from the OHF and will enjoy three free days of skating from March 11 to 13 from 12:30 p.m. to 1:30 p.m.

“We are so grateful to be offering free skating lessons over the March Break to our friends at Big Brothers Big Sisters Waterloo Region,” says Shaylan Spurway, Manager of Marketing and Community Education at YNCU. “Motivate 2 Skate isn’t just about teaching people to skate, it’s about building community. We are excited to be partnering with the OHF for this program with many more to come. This partnership will allow us to extend our reach to people looking to build confidence on the ice while creating a sense of community.”

Motivate 2 Skate began in Sault Ste. Marie in the fall of 2022 and expanded into Waterloo region and Woodstock throughout the winter and spring of 2023. The program offers free skating lessons to international students at post-secondary institutions and elementary students from the Big Brothers Big Sisters program. Motivate 2 Skate is completely free for the participants.

“The Ontario Hockey Federation (OHF) is very excited to participate in YNCU’s Motivate 2 Skate program, alongside the Big Brothers Big Sisters of Waterloo Region. Grassroots programs of getting feet in skates and onto the ice is exactly the alignment the OHF strives to promote each year,” said Laura Brown, Manager of Marketing and Communications. “Helping more students – post-secondary and elementary-aged students, as well as new Canadians – learn one of

Canada's favourite winter sports makes us happy! On behalf of the Kitchener Minor Hockey Association and Alliance Hockey thank you for the exciting collaboration program. Looking forward to many more!"

Since Motivate 2 Skate began, it has helped hundreds of new Canadians and kids connected to Big Brothers Big Sisters programs across the province participate in free skating sessions. YNCU also offers used helmets and skates to those looking to partake in the program, which is made possible by generous donations from the public. Anyone looking to donate gently used skating and sports equipment to the program can do so at a local YNCU branch.

To learn more about Motivate 2 Skate visit www.yncu.com/about/Motivate2Skate.

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ABOUT YNCU

With 17 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$2.5 billion+ in assets under administration and 53,000 members strong (and growing!), YNCU is one of the largest credit unions in Ontario. As a community-based organization, not only do YNCU's partnerships and investments make a difference, its employees live and work in the communities they serve. YNCU's foundation is built on connectedness to the communities where it operates. Yearly the organization sets aside a minimum of 1% of the pre-tax profit earned by the credit union in the previous fiscal year to be used for charitable organizations and associations that share its focus on improving our communities. Together with its members, employees and community partners, YNCU is helping to make life better in the places Ontarians live, work, learn and play!

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