

Alterna Bank to Donate \$10K to Fort McMurray Fire Relief Efforts

TORONTO (May 11, 2016) – Alterna Bank, a wholly-owned subsidiary of Alterna Savings, has pledged to make a \$10,000 donation to the Red Cross to help support emergency efforts concerning the devastating wildfires in Fort McMurray, Alberta.

“Our thoughts are with the thousands upon thousands of residents that have been affected by this fire,” said Rob Paterson, CEO of Alterna Bank. “We hope that our contribution will provide access to shelter and food, and will allow for residents to be reunited with their families. We also feel that it is important to recognize the tremendous work and contributions being carried out by our fellow Canadians to help wherever possible.”

Additionally, Alterna Bank has set up a [fundraising page](#) through the Red Cross to encourage staff members, clients, and members of the community, to help support the recovery of Fort McMurray. One hundred percent of the proceeds collected through the Alterna Bank fundraising page are allocated directly to the Red Cross to help provide basic necessities including food, shelter and clothing to residents who have been displaced by the fire.

-30-

About Alterna Bank

As one of the most innovative banks in Canada, Alterna Bank is bold in its approach to helping Canadians, manage, grow and save their money. Alterna Bank offers a full suite of lending and savings solutions in branch, as well as exclusive products and services through an easy-to-use digital banking platform. Alterna Bank clients also have access to the 2nd largest surcharge-free ATM network in Canada with THE EXCHANGE® Network. Alterna Bank is a wholly-owned subsidiary of Alterna Savings, which is the first member-owned co-operative financial institution outside Quebec, and has been operating for over 100 years. For more information about Alterna Bank and its products please visit alternabank.ca.

For media inquiries:

Stephanie Cangelosi
Specialist, Corporate Communications
Alterna Savings
T. 416.213.7900 ext. 7606
M. 416-627-7164