



## Alterna to provide the Red Cross with \$50,000 in tornado support for Ottawa and Gatineau

**September 24, 2018 (Toronto, ON)** – The Alterna Financial Group (Alterna Savings and Alterna Bank) is responding to the needs of Ottawa and Gatineau area residents in crisis due to sudden and devastating tornadoes that tore through the regions on Friday, September 21<sup>st</sup>. Through a donation of \$50,000 to the Red Cross, Alterna is helping individuals affected by Friday’s storm events.

Ottawa’s Mayor, Jim Watson, was reported by the CBC as saying that, “It’s in the top two or three traumatic events that have affected our city [in history]”. Friday’s storm has affected hundreds of thousands of people through the loss of power, but also injured many others and destroyed homes that were caught in the storm’s path – leaving some with nothing but the cement foundation where their homes once were.

“The extent of the damage is overwhelming,” said Rob Paterson, President and CEO of Alterna, “I’ve been working closely with our staff in the Ottawa and Gatineau regions while keeping a close eye on the news, photos, and videos. It’s heart-wrenching. Many lives will be forever changed by these dramatic events. The well-being of our communities is at the heart of our business, and for this reason, Alterna has a responsibility to be a part of the rebuilding process. Our donation to the Red Cross will help affected families and communities. We hope that other local businesses will also be inspired to donate generously.”

In addition to Alterna’s Red Cross donation, Alterna Savings members affected by Friday’s storm can make arrangements for further support by contacting their bankers.

The Red Cross has launched an appeal for financial donations to help individuals, families and communities affected by the September 21<sup>st</sup> Ottawa and Gatineau tornadoes.

Tanya Elliott, Vice President of the Red Cross in Ontario, said, “Working with local officials, the Canadian Red Cross is registering people who have been impacted in the Ottawa and Gatineau regions and helping to provide shelter, relief and comfort. Thanks to the support of Alterna and Canadians, who continue to be so generous, we can provide essential assistance to people and their communities in this time of need.”

### **How you can help**

If you wish to help, you can make a donation to the Ottawa-Gatineau Tornado Appeal for the Gatineau Area and/or to the Ottawa Area in one of the following ways:

- online at [www.redcross.ca](http://www.redcross.ca) or
- call the Canadian Red Cross 1-800-418-1111, or
- contact your local Canadian Red Cross office

### **About the Alterna Financial Group**

The Alterna Financial Group (Alterna) is celebrating 110 years of being the good in banking! Alterna is made up of Alterna Savings and Credit Union Limited and its wholly-owned subsidiary, Alterna Bank.

Together, we have over \$7.13 billion in assets under administration. Our members and customers benefit from industry leading online brokerage and investment management services and have access to the largest surcharge-free ATM network in Canada with THE EXCHANGE® Network, providing access to over 3,700 ATMs.

Alterna Savings has been charting new directions to help Ontarians and achieve their financial dreams and build strong, vibrant communities for more than a century. As the first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 158,000 members through a network of 32 credit union branches across Ontario, including our federated partner Peterborough Community Savings, a division of Alterna Savings and Credit Union Ltd.

Alterna Bank is one of the most innovative banks in Canada and the first to offer all Canadians an end-to-end digital mortgage experience. Customers also get fully-digital financial services that include our highly competitive high-interest eChequing, eSavings, RRSP and TFSA products available online and through mobile banking.

For more information please visit [www.alterna.ca](http://www.alterna.ca) and [www.alternabank.ca](http://www.alternabank.ca) and connect with us on <https://twitter.com/alternasavings>.

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