



Alterna Announces a Three-Year Partnership with the Toronto Rock and the Toronto Rock Athletic Centre

FOR IMMEDIATE RELEASE

TORONTO, ON – November 30, 2018 Alterna is pleased to announce a three-year partnership with the Toronto Rock Lacrosse Club and the Toronto Rock Athletic Centre. Alterna will be recognized as a premier partner of the Toronto Rock once again for the 2018/2019 season.

The Toronto Rock (The Rock) are a professional lacrosse franchise based in Toronto, Ontario. They are members of the East-Division of the National Lacrosse League (NLL), the largest men's professional indoor lacrosse league in North America. The Rock play their home games in Toronto, Ontario and today boast six NLL championships - tied for the most championships in the league's history.

"We are incredibly excited to be recognized as an Official Partner for the Toronto Rock once again," said Rob Paterson, Alterna President and CEO. "The Rock games are an affordable opportunity for family entertainment and we're proud to support a team that embodies the well-aligned values of our organization. Both Alterna and the Toronto Rock are committed to the communities we serve; it's part of our foundation. As a fan of the game and the team, I look forward to cheering them on with my family as they look to bring home another championship this season."

In addition to a partnership with the team, the agreement also includes a partnership with a state-of-the-art facility, the Toronto Rock Athletic Centre (TRAC). Located in Oakville, Ontario, the TRAC sees 300,000 annual visitors and is home to several high-traffic events and tournaments beyond the Toronto Rock pre-season games. Their year-round programming includes everything from camps, clinics, meetings and more.

"We are very excited to extend our partnership with Alterna," explained Rock Owner, President and GM Jamie Dawick. "The team at Alterna were strong partners last season. We are looking forward to growing our relationship this season and well into the future with Alterna and all things Toronto Rock."

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. 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 branches across Ontario, as well as our call centre and digital channels. Our members and



customers also benefit from industry leading online brokerage and investment management services and have access to the largest surcharge-free ATM network in Canada, 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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About Toronto Rock

The Toronto Rock are a member of the eleven-team National Lacrosse League and have won six NLL Championships. Those six championships tie the Rock for the most championships in league history and the franchise has accomplished that feat in just 20 seasons. The team plays their home games at Scotiabank Arena in front of an average of 10,000 fans per game from December to May. Bleacher Report Live is the official broadcaster of the Toronto Rock and the NLL, streaming games to a worldwide audience. Single Game and Season Tickets are currently available for the 2018-19 Toronto Rock season. To learn more about Toronto Rock tickets, visit www.torontorock.com or call 416-596-3075 to speak with a ticket representative.

For More Information:

Toronto Rock
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