



For Immediate Release

Alterna Savings helps break a world record in support of mental health awareness

OTTAWA, ON – (February 4, 2016) – On January 31st, 2016, approximately 2000 Ottawans built 2,069 snowmen in one hour, reclaiming the Guinness World Record. They took the record back from Japan by a narrow margin of 33 snowmen.

The challenge was put on by the Alterna Savings' sponsored Cracking-Up the Capital Comedy (CUTC) Festival to raise money and awareness in the name of mental health initiatives. CUTC is a week-long comedy festival in support of mental health agencies in Ottawa which include DIFD at The Royal, Partners for Mental Health, Causeway, the Dave Smith Youth Treatment Centre, the Wabano Centre for Aboriginal Health and Amethyst Women's Addiction Centre. The event's goal was not only to raise money but also to break down stigmas surrounding mental illness.

Snowmen had to be at least three feet tall, have one nose, two eyes and two arms. The weather cooperated, warming up just enough to make the snow sticky and packable. The emphasis at the event was on having a good time and coming together as a community.

"The overarching theme of mental illness isn't overwhelming. The emphasis is on fun. It's very subtle in the background," said Marcy Galipeau, communications director for the Cracking-Up the Capital Comedy Festival. "But everyone knows what it's for. Everyone knows someone or has been affected by mental illness of some sort. This event touches people on a personal level and people really get behind the cause."

"This sponsorship fits perfectly with Alterna Savings' belief that supporting the communities where we live and work is essential," said Tanya Hart, marketing and promotions manager for Alterna Savings. "We also love to have fun! Our staff and volunteers sincerely enjoyed meeting the thousands of caring people who participated in this event, and we are extremely proud to support mental health awareness and resourcing in the National Capital Region."

About Cracking up the Capital:

CUTC was founded 12 years ago. It began as a one-night comedy show and has grown into a week-long festival that takes place during Winterlude. With the help of our founding sponsor, verTerra Corp, our community partners, CBC and our supporters, we've raised over \$175,000 in support of local mental health initiatives. This year's festival will benefit DIFD at The Royal, Partners for Mental Health, Causeway, the Dave Smith Youth Treatment Centre, the Wabano Centre for Aboriginal Health and the Amethyst Women's Addiction Centre.

For more information please visit www.crackup.ca

About Alterna Savings

As Canada's first co-operative financial institution outside of Quebec, Alterna Savings and Credit Union Limited has operated as a full-service, member-owned credit union for over 100 years. Alterna Savings is committed to helping our more than 100,000 members achieve their financial dreams, while at the same time supporting vibrant, local communities. Alterna Savings offers a full suite of financial services online, by phone, by mobile and through a network of 24 branches. Alterna members also have access to THE EXCHANGE® Network, with thousands of surcharge-free ATMs across Canada and 500,000 ATMs in the United States.

For more information please visit www.alterna.ca



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