



For Immediate Release

## **Alterna Savings sponsors Micro Finance Summit with Nobel Peace Laureate, Muhammad Yunus**

**Toronto, ON (September 29, 2016)** – Alterna Savings is proud to once again sponsor the Toronto International Microfinance Summit, Canada’s foremost microfinance event focused on domestic and international microfinance.

Taking place on Thursday September 29<sup>th</sup> at the Royal Canadian Military Institute, the event includes a number of high-profile speakers including 2006 Nobel Peace Laureate, Muhammad Yunus. Yunus is a globally-recognized social entrepreneur, banker, economist and civil society leader who was awarded the Nobel Peace Prize for founding the Grameen Bank and pioneering the concepts of microcredit and microfinance. The event will shine a light on important issues and foster vital conversations surrounding the evolution of microfinance, financial inclusion and social business.

“We are a proud supporter of the Toronto International Microfinance Summit and its work to bring awareness as to the importance of microfinance in building robust communities,” said Alterna Savings President and CEO, Rob Paterson. “Microfinance is a tool we have been using for over 16 years through our award-winning program to help underrepresented individuals thrive in their communities. The Alterna Savings program is rooted in the philosophy of Muhammad Yunus and we are thrilled to have the opportunity to gain further insights as to his thoughts on the important role for social businesses in our society”.

The Alterna Savings Microfinance Program promotes entrepreneurship, job creation, and community economic development by providing small loans to those unable to access financing through traditional channels. Since its inception in 2000, the Microfinance Program has supported over 700 individuals and organizations through the provision of over \$3.6 million in micro loans. The program is seen as one of the leading programs of its kind in Canada and was named the 2016 recipient of the Outstanding Corporate Achievement Award given annually by the Ontario Credit Union Foundation (OCUF) to a credit union (or company within the co-operative financial system) in recognition of their contribution to the community.

Other panelists at the sold out Toronto International Microfinance Summit include: David Abbott, Vice President of Operations at the Canadian Council for Aboriginal Business (CCAB), Jeff Raymen, Entrepreneur and Co-Founder of The Shit Starts Here, Suzanne Stewart, Associate Professor at the University of Toronto, and Thomas Haubenreisser, Vice President and Director at SolarShare.

To learn more about the event, please visit <http://www.microfinanceconference.ca>.

**About Alterna Savings**



For more than 100 years, Alterna Savings and Credit Union Limited has been charting new directions to help Ontarians achieve their financial dreams and build strong, vibrant communities. The first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 100,000 members. Holding over \$4 billion in assets under administration, we offer a full suite of financial services online, by phone, by mobile and through a network of 26 branches across Ontario. Our sister company, Alterna Bank, operates digitally across Canada and through branches in Hull and Gatineau, Quebec. Alterna Savings members also have access to the 2nd largest financial institution ATM network in Canada with THE EXCHANGE® Network. It offers surcharge-free access to thousands of ATMs across Canada and the United States. For more information please visit [alterna.ca](http://alterna.ca)

-30-

**For media inquiries:**

Adrienne Finlay – Manager, Corporate Communications  
Alterna Savings  
P: 416.213.7900 ext. 7655  
E: [adrienne.finlay@alterna.ca](mailto:adrienne.finlay@alterna.ca)