



For Immediate Release

Alterna announces title sponsorship of Cracking-up the Capital in support of mental health

OTTAWA, ON – (November 19, 2015) – Cracking-Up the Capital Comedy Festival, the National Capital's premiere charity event in support of Mental Health, is partnering up with a new organization this year. Alterna Savings has signed up as the title sponsor for the 2016 edition of the festival.

Cracking-up the Capital was founded 12 years ago, starting as a one-night comedy show in support of local mental health initiatives. It has now grown into a week-long festival that takes place during Winterlude and has raised over \$175,000 in support of mental health initiatives. The festival supports charities in the Ottawa area that assist numerous groups cope with multiple aspects of mental health. Their 2016 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 Amethyst Women's Addiction Centre.

"This sponsorship aligns with Alterna's commitment to building healthy and strong communities," said Rob Paterson, President & CEO, Alterna Savings. "We are proud to support this unique initiative that both enhances the arts and culture scene in the National Capital Region, while lending a much-needed hand to mental health awareness and resourcing."

We are thrilled to partner with Alterna Savings," said John HelmKay, President of Cracking-Up the Capital Comedy Festival. "We look forward to working with them to bring our event to new heights. It will allow us to spread our message of de-stigmatizing mental illness to even more people in hopes of cracking open doors for those seeking help."

The festival will start on January 31st with an attempt to beat the Guinness World Record for the most snowmen built in one hour. The events will continue for the rest of that week, with regular family friendly outdoor activities in the Glebe, as well as nightly comedy shows in various locations around the city.

For more information or to purchase tickets please visit crackup.ca.

About Cracking-up the Capital

Ran by volunteers from all walks of life, Cracking-Up the Capital Comedy Festival (CUTC) is a small not-for-profit organization that supports local mental health agencies. By day, we are marketing and communications consultants, public servants, real estate professionals and more, but by night, we become a comedy show producing team with energy to spare! To learn more about us, visit 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 alterna.ca

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