



FOR IMMEDIATE RELEASE

## **Alterna named 3-Year Title Sponsor of Cracking-up the Capital in support of mental health**

**OTTAWA, ON – (May 2, 2016)** – Alterna Savings is making waves in support of mental health as it proudly announces an exciting 3-year agreement as the exclusive sponsor of Cracking-up the Capital Comedy Festival, the National Capital’s premiere charity event in support of mental health.

Big changes are expected in the near future for the Festival as the result of Alterna Savings’ agreement including a festival name change. This represents a partnership that engages the community, and it’s 100,000 plus Ottawa members, just in time for Canada’s 150<sup>th</sup> birthday in 2017.

“We are honoured to extend and deepen our commitment to this incredible community event. The festival can count on the full support of our members and employees as we go forward as partners in raising awareness and resourcing in support of local mental health initiatives,” said Alterna Savings, President & CEO, Rob Paterson.

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.

For more information please visit [crackup.ca](http://crackup.ca).

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### **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](http://crackup.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 25 branches across Ontario, including our partner Peterborough Community Savings, a division Alterna Savings and



Credit Union Ltd. Our sister company, Alterna Bank, operates across Canada. Alterna Savings members also have access to the 2nd largest surcharge-free ATM network in Canada with THE EXCHANGE® Network. For more information about Alterna Savings please visit [alterna.ca](http://alterna.ca)

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