



Alterna Savings celebrates Small Business Month and encourages Ontarians to shop small and local

Toronto, ON – October 1, 2020 – In the midst of one of the most impactful economic crises we have seen, Canadian entrepreneurs have shown incredible resiliency and ability to adapt. This October, in recognition of Small Business Month, Alterna Savings is celebrating, sharing success stories, and providing resources in support of small businesses.

“We recognize that local communities gain significant strength from the contributions of small businesses and entrepreneurs. As small business owners work hard to recover from this pandemic, Alterna Savings is committed to doing our part to support their needs. By encouraging others to shop small, and support local, we are helping to rebuild a strong and resilient economy together. This month we join in celebrating the many resilient, and courageous, small businesses that are at the very heart of our communities”, Rob Paterson, President & CEO, Alterna Savings.

Anchoring our celebration is the fact that 2020 is the 20th anniversary of our [Community Microfinance Program](#). Over the month we will feature moving stories from some of the hundreds of underserved entrepreneurs who have become economically and socially empowered through this unique program. It provides micro-loans to small businesses, as well as wrap-around support for entrepreneurs with one-on-one consultations, financial education, tools and workshops. All told, it has provided over \$7MM in loan funding since its launch.

Understanding the importance and impact of shopping small and local, we have also launched a [Shop Local Directory](#) featuring Alterna members from across the province. This effort encourages Ontarians to discover new brands and support small business by shopping online or in-person for their goods and services.

Other activities will include free educational webinars for entrepreneurs, and a landing page at alterna.ca/SmallBusiness/ with resources and supports for small business including our full suite of [business banking packages](#) tailored to their unique needs.

Small Business Month follows the September 9th, 2020 announcement that Alterna Savings is partnering with the Government of Canada on the country’s first-ever [Black Entrepreneurship Program](#), aimed at providing greater economic inclusion. As part of that announcement, Alterna Savings is committing loan funding as well as providing advice, tools and resources to the government and financial institution partners on how to administer a successful loan-fund program long-term.

About Alterna Savings

Alterna Savings and Credit Union Limited (Alterna) has been the good in banking for 112 years! Alterna is made up of Alterna Savings and Credit Union Limited and its wholly-owned subsidiary, Alterna Bank. Together, we have \$9.6 billion in assets under management.

alterna savings

As the first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares its expertise with more than 183,000 members through a network of 36 branches across Ontario, that includes partners Toronto Municipal Employees' Savings, City Savings, Quinte First Credit Union, and Peterborough Community Savings; as well as call centre and digital channels. Members and customers also benefit from industry-leading online brokerage, investment management services, and have access to the largest surcharge-free ATM network in Canada through THE EXCHANGE® Network, 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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