

February 18, 2020

FOR IMMEDIATE RELEASE

Alterna Savings Named Title Sponsor of 2020 U23 Men's Canadian Fast Pitch Championship



Carp, Ont. – Softball Canada and the West Carleton Amateur Sports Club, the host of the 2020 U23 Men's Canadian Fast Pitch Championship, are excited to announce Alterna Savings and Credit Union Limited (Alterna) as the event's Title Sponsor. The tournament, expected to draw more than 12,000 players and fans to the west-Ottawa village of Carp, bringing with them a \$1,500,000 boost to the local economy, will be held from July 28 to August 2, 2020.

"We are happy to see Alterna Savings partner with our U23 Men's Canadian Championship as the title sponsor for the event that will be held in Carp, Ontario," states Scott Neiles, President of Softball Canada. "The company's contribution will help ensure the success of the tournament and make it a memorable experience for everyone in attendance."

The 6-day Alterna Savings U23 Men's Canadian Fast Pitch Championship will be exciting for Ottawa-area sports fans, featuring some of Canada's top junior athletes. "Many of the players are former Canada Games and Junior Men's National Team athletes as well as some current members of the Men's National Team Athlete Pool," says tournament committee chair Shawn Williams, "the partnership with Alterna Savings will allow us to bring a first-class championship tournament and thousands of fans to the Ottawa Area for this prestigious event."

"Alterna is proud to champion sport in our communities and to support outstanding athletes. This tournament offers exciting family entertainment in the National Capital Region. We're thrilled to be a part of the event as the title sponsor of best-in-class fast pitch action," says Rob Paterson, Alterna President and CEO.

The West Carleton Amateur Sports Club host committee, working on the bid since the fall of 2018, is comprised of local fast pitch enthusiasts from across Ottawa, the Valley and Eastern Ontario. The 2020 tournament will mark the first time the elite Junior Men's Championship will return to the capital region since 1974.

The 2020 Alterna Savings U23 Men's Canadian Fast Pitch Championship will take place from July 28 to August 2 at the Carp Fairgrounds in Carp, Ont. Tournament tickets go on sale February 18th at <http://bit.ly/u23MensCarpTickets>

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For more information about the event, please contact:

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Alterna Savings U23 Men's Canadian Fast Pitch Championship Information:

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