



MEDIA RELEASE

FOR IMMEDIATE RELEASE – Friday, February 2, 2018

Westoba Credit Union Announces Major Partnership with the Keystone Centre

BRANDON, MB – Westoba Credit Union Ltd. announces their commitment to enter into a multi-year Naming Rights Agreement with the Keystone Centre for the main arena in addition to renewing their long-term sponsorship of the Westoba Agricultural Centre of Excellence.

Effective Monday, February 19th, 2018, the main arena will be called Westoba Place. Westoba Place is a 5,102 seat arena, which is home to the 2016 WHL champion Brandon Wheat Kings, the Royal Manitoba Winter Fair, Manitoba Ag Days and more. The Keystone Centre has over 1.2 million visitors annually and over 3,000 event bookings per year.

“We’re excited to be expanding our already great working relationship with the Keystone. It’s a huge facility that so many people, communities and businesses benefit from and we’re proud to be a part of that ongoing legacy,” says **Jim Rediger**, CEO of Westoba.

“We’re grateful to Westoba for their continued support of not only our Westoba Agricultural Centre of Excellence, but now also our main arena,” said **Jeff Schumacher**, General Manager, Keystone Centre. “This is a strong partnership, because our companies naturally align in their values and visions for the community.”

Westoba is committed to bringing people, communities and businesses together. Rediger says, “We believe in building healthy communities and our members have told us they want our community investment dollars to focus on building infrastructure. I can’t think of a larger or more diverse facility that’s more central to our region and the communities we support than the Keystone.”

Westoba supports economic development and growth and engages the business community through major events like Ag Days that are hosted at the Keystone Centre. They’re subsidizing rink rental rates to help local youth sports teams afford to use the arena.

Westoba makes every decision in the best interests of their membership and this partnership provides Westoba members with special benefits like access to advanced ticket promotions and a Westoba fast lane for entering events.

To celebrate this exciting partnership, Westoba is hosting a FREE Family Fun Day at the Keystone Centre on Monday, February 19th. Family activities include:

Event	Location	Time
Disco Public Skating	Westoba Place	10am - noon
Big Toys Explore Zone	Keystone Centre Main Lower Concourse Hallway	10am – 2pm
Westoba Mini-Car Pit Stop	Keystone Centre Main Upper Concourse and Westoba Agricultural Centre	10am – 2pm
Petting Zoo	Westoba Agricultural Centre of Excellence	10am – 2pm

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ABOUT WESTOBA CREDIT UNION: Westoba Credit Union (WCU) is the eighth largest credit union in Manitoba with 16 locations. WCU is committed to enriching lives and communities by helping financial dreams come true.

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ABOUT THE KEYSTONE CENTRE: The non-profit Keystone Centre strives to be the premier service oriented, multi-functional, community minded facility in Manitoba, hosting sporting and entertainment events, fairs and agricultural exhibitions and conferences. To learn more about the Keystone Centre visit www.keystonecentre.com