



FOR IMMEDIATE RELEASE

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Kindred Credit Union joins Hike for Hospice Waterloo Region!

Kitchener, ON – This year we are pleased to announce a new partnership with Kindred Credit Union (Kindred). Kindred will become the presenting partner of Hike for Hospice which will now be known as **“Kindred Credit Union Hike for Hospice”**.

We anticipate that “Kindred Credit Union Hike for Hospice” will experience considerable growth in the next three years, especially with our plans to build a new palliative care centre and residential hospice in North Waterloo. We believe that the timing is perfect in establishing this new partnership.

The alignment between these two organizations can be found in their shared commitment to acting compassionately while respecting the needs and integrity of individuals and families we serve. Both hope to use the hike to inspire a more supportive and peaceful community for those facing end of life care. “We are very honoured to receive Kindred’s support. We believe that both Kindred Credit Union and Hospice of Waterloo Region will have wonderful outcomes because of our collaboration,” states Judy Nairn, executive director, Hospice of Waterloo Region.

Brent Zorgdrager, Kindred’s chief executive officer, shares that, “At Kindred one of our core values is compassion and supporting Hospice of Waterloo Region as they provide individuals and their loved ones compassionate care and peace at this stage in their life journey is a perfect fit.”

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About the Kindred Credit Union Hike for Hospice

This year’s hike will be held September 24. It will start and finish at Victoria Park Pavilion and will provide an opportunity for those who have lost a loved one, to create a legacy of on-going support by hiking in their memory. All proceeds from the hike will locally support those who are facing end of life issues.

To register, sponsor a participant or view details about the event, please visit www.hospicewaterloo.ca.

About Hospice of Waterloo Region

Hospice of Waterloo Region is a charitable organization dedicated to providing comfort, care and support to people affected by life threatening illness. In the past year, over 1,210 individuals have received service and all services and programs are provided at no charge to families. Services and programs are provided in homes, hospital, long term care and residential hospices by specially trained staff and volunteers.

About Kindred Credit Union

Kindred Credit Union is a member-owned financial cooperative based in Kitchener, Ontario. Kindred’s values-centred approach is woven into everything we do and makes us the one-of-a-kind choice for people across Ontario who want to connect their values and faith with their finances. Through Kindred’s eight full-service branches and our award winning online banking platform, we offer our members a complete range of banking, borrowing, and investing products and services. For more information please visit www.kindredcu.com.

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