



For Immediate Release

CHANGING THE SHAPE OF HAMILTON ONE “STEP” AT A TIME

(Hamilton, ON) – Spectra by Comcast Spectacor, facility managers of FirstOntario Centre, the City of Hamilton, Hamilton Bulldogs and FirstOntario Credit Union have teamed up to take a “step forward” as they open the doors of the FirstOntario Centre to the community to use the facility as a Walk/Run track.

The Walk/Run Program powered by FirstOntario Credit Union will open to the public beginning Monday, January 30, 2017 and will run until May 2017. After the launch, the program will open seasonally from September to May. The Walk/Run track’s hours of operation will be Monday to Friday from 11:30 a.m. to 2 p.m. and 4 p.m. to 6 p.m. with the exception of days with events and event preparation. People looking to walk/run will enter the venue at Bay St.

Membership cards for the program’s launch period will be available for the public to purchase starting Monday, January 30 at 9 a.m. at the Dan Lawrie Box Office at FirstOntario Centre for a one-time fee of \$25 for the period. The fee will be waived for FirstOntario Members. After opening day, membership cards are available for purchase at the venue’s box office between the hours of 9 a.m. to 5 p.m. Monday to Friday.

“The FirstOntario Credit Union Walk/Run Program allows for our personal lives to mirror the amazing transformation we are seeing in this great city,” said Spectra’s Scott Warren, General Manager of FirstOntario Centre. “It is an honour for us to open our doors and play a small part in the community achieving their personal goals.”

“Physical exercise is important for the ongoing health of our community,” said City of Hamilton’s City Manager, Chris Murray. “Creating a walk/run program at FirstOntario Centre provides another option for the people of Hamilton who are looking to adopt a healthy lifestyle. I’m personally looking forward to seeing you there.”

“As with the Bulldogs Foundation and the Hockey Club, one of our focuses is to enrich the lives of the people in the Greater Hamilton area,” said Steve Staios, President of the Hamilton Bulldogs Hockey Club. “We are excited to partner with Spectra, the City of Hamilton and FirstOntario Credit Union to bring the Walk/Run Program to the FirstOntario Centre and to extend our collective goal to have a healthy community.”

“FirstOntario is a hands-on contributor to the vibrancy of our communities,” said Mary De Sousa, Executive VP for Member Experience and Marketing. “As the naming partner of the facility, we are proud to be part of this program that promotes a healthy lifestyle for everyone in Hamilton but most importantly for our credit union Members who will have free admission.”

For more information about the program and to get a copy of the schedule please visit www.CoreEntertainment.ca.

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ABOUT CORE ENTERTAINMENT

Core Entertainment (CoreEntertainment.ca) is the engine that drives over 400 events to FirstOntario Centre, FirstOntario Concert Hall and The Studio. Reaching fans across Southwestern Ontario, we have something for everyone whether you enjoy, sports, concerts, family shows or theatre. Core Entertainment is powered by Spectra by Comcast Spectacor.

ABOUT SPECTRA

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three main divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services), and Ticketing & Fan Engagement (formerly Paciolan). Learn more at SpectraExperiences.com. Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor also owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at ComcastSpectacor.com, PhiladelphiaFlyers.com and WellsFargoCenterPhilly.com for more information.

ABOUT COMCAST SPECTACOR

Comcast Spectacor is part of Comcast Corporation, a global media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., Comcast Spectacor's three core businesses are the National Hockey League's Philadelphia Flyers, the Wells Fargo Center venue, and Spectra, the expert in hosting and entertainment through its Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement divisions. Visit us at ComcastSpectacor.com for more information.

ABOUT CITY OF HAMILTON

Hamilton is the third-largest city in Ontario and the ninth-largest city in Canada. As a global city, Hamilton boasts a renowned education sector as well as a thriving arts scene. Industries in Hamilton include manufacturing, bioscience and medical and agriculture. Hamilton's vision is to be the best place to raise a child and age successfully. Visit us at www.hamilton.ca for more information.

ABOUT HAMILTON BULLDOGS

The Hamilton Bulldogs are a major junior hockey team that is currently a member of the Ontario Hockey League. The Bulldogs play their home games out of the FirstOntario Centre in Hamilton, Ontario. First established in 1996 following the relocation of the Cape Breton Oilers the American Hockey League Bulldogs would become the main affiliate of the Edmonton Oilers until 2001. That year local interests were secured to purchase the Quebec Citadels from the Montreal Canadiens and move them to Hamilton. The team was merged with the current Bulldogs forming a joint affiliate with Edmonton and Montreal. The Oilers would relocate in 2003 leaving Montreal as the sole affiliate of the Bulldogs. The team was purchased in 2004 by Burlington businessman Michael Andlauer and would see several years of success including winning the Calder Cup in 2007. The Canadiens would remain the associated with the Bulldogs until 2015 when the team was sold back to Montreal and moved to St. John's, Newfoundland. Andlauer purchased a majority share of the OHL's Belleville Bulls and would relocate them to Hamilton in time for the 2015-2016 season.

ABOUT FIRSTONTARIO CREDIT UNION

FirstOntario is fueled by deposits, helping to provide the most competitive loan and mortgage rates, low and no fee banking with the highest quality Member experience. Profits are invested locally in community revitalization, improving the lives of residents and businesses and support for the arts, culture and those in need. FirstOntario has been serving Members in the Golden Horseshoe, Niagara Region and Southwestern regions of Ontario since 1939. FirstOntario is the province's second largest credit union with more than 110,000 members and \$4 billion in assets under management. Everyone is welcome to be part of FirstOntario for banking services including daily banking, mortgages, lines of credit, loans and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award winning student nutrition program. Learn more about us today at FirstOntario.com.