



City of Peterborough

Media Release

FOR IMMEDIATE RELEASE

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Peterborough, ON --

DOMINION LENDING CENTRES GRIFFIN FINANCIAL GROUP PARTNERS WITH THE PETERBOROUGH MEMORIAL CENTRE BRANDING THE MAIN LOBBY

The Peterborough Memorial Centre and the City of Peterborough are proud to announce they have partnered with Dominion Lending Centres Griffin Financial Group in a two (2) year partnership which includes the branding of the main lobby at the PMC. This is the second announcement of facility partnerships at the Memorial Centre.

The main lobby area as well as the East and West stair wells have been painted and branded with the Dominion Lending Centres Griffin Financial Group signature colours and imagery of spokesperson, Don Cherry. Dominion Lending Centres Griffin Financial Group is a local mortgage brokerage company. "For DLC Griffin Financial Group, the partnership with PMC just made sense, with our Don Cherry campaign and Peterborough being such a hockey town, there was no question that this was where we needed to be." said David Griffin.

"We are excited that Dominion Lending Centres Griffin Financial Group joins our new elite group of facility partners. We have implemented a facility marketing plan which brands specific areas within the PMC from the inside out. This is another example of the commitment to the facility and investment in community." said John Salfi Program and Promotions Manager, Arena Division.

DLC, Griffin Financial Group sees the value in the exposure of being a community partner with the Memorial Centre. We are excited about this new partnership and working together." said Sue Warrington, Arena Division Manager.

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