

MEDIA ADVISORY

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BANKERS HIT HOMERUN FOR UNITED WAY!

The five big banks are joining forces in Winnipeg and heading to Canwest Global Park to find out who's at the top of their game! It's the Battle of the Banks in Benefit of United Way. The day long tournament is expected to raise \$3000 in support of United Way's work in the community.

"Banks are famous for competing with each other," said Brian Melnyk, General Manager, CIBC and Senior United Way Volunteer. "What better way to compete when we also get to have some fun and support our community."

120 bankers from CIBC, RBC, BMO, TD Canada Trust and Scotiabank will ditch their suits and pick up a bat this Sunday. Melnyk, who organized the tournament, hopes it will become an annual event. He and his colleagues know the importance of getting involved in their community. "I have two young daughters and I want them to have a great life in Winnipeg," said Melnyk. "In order to build a great life you need to have a great community. You can let someone else try to do it or you can be a part of it and take ownership. That's what's going to make the difference."

The winner of the event will take home a custom trophy and everyone can leave the field knowing they played a role in making our community a better place for us all!

WHAT: Battle of the Banks in Benefit of United Way

WHEN: Sunday, July 22nd, 2007

WHERE: Whittier Park, 8:00 am – 1:00 pm
Provencher Park, 8:00 am – 1:00 pm
Canwest Global Park, 12:00 pm – 6:30 pm (approx.)

WHO: 120 employees from CIBC, RBC, BMO, TD Canada Trust and Scotiabank
Brian Melnyk, General Manager, CIBC
Anne Courage, Senior Manager, United Way of Winnipeg

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