



# SIMPLII FINANCIAL SUPPORTS NIAGARA COLLEGE STUDENTS WITH \$1 MILLION SPONSORSHIP

**WELLAND, OCTOBER 20, 2023** – Simplii Financial, a longtime partner of Niagara College, today announced a generous \$1 million commitment to expand recreation and engagement opportunities for students, across sports, extra-curricular programming, and events.

“This commitment represents a significant contribution to the lives and college experience of our students,” said Niagara College President Sean Kennedy. “Academic excellence and a holistic student experience are key priorities for us as a College, and Simplii’s generous support gives us a leg up in providing academic and co-curricular experiences that set our students up for success in work and in life.”

The College’s Niagara-based campuses are home to more than 11,000 students from over 80 countries, and the partnership makes possible the following initiatives which support the evolving needs and expectations of an increasingly diverse student community:

- A new extramural cricket program, additional funding for varsity athletics, and financial support for student athletes;
- Upcoming cricket and women’s flag football tournaments;
- Enhancements to Niagara College’s acclaimed Broadcasting: Radio, Television and Film (BRTF) program, including new equipment to support the program’s extensive sports broadcasting capabilities;
- Sponsorship of orientation fairs, expansion of on-campus multicultural celebrations including Diwali, Lunar New Year, and other events that celebrate Niagara’s diverse college community.



“Opportunities outside the classroom are vital to building the support networks that students need to be successful. They’re the social spark that start students’ engines at the beginning of the school year,” said Kam Dhadwar, Managing Director, Simplii Financial. “We know this partnership will help all students, including a growing number from outside Canada feel more engaged and represented.”

Simplii’s financial support will bring to life a cherished part of many students’ home culture by expanding a new extramural cricket program within the Ontario Colleges Athletic Association’s (OCAA) Ontario College Recreation division. In its inaugural season in spring 2023, the college’s cricket program saw significant interest from students and success on the field. The OCR cricket division includes mini tournaments among participating colleges over a spring-summer season. Given the growing demand for the sport among students, Niagara College is also exploring opportunities for a drop-in recreational cricket program for students.

Live sports broadcasting is an essential component of Niagara College’s BRTF program. As television and broadcasting technology continues to evolve, the partnership will help to ensure students broadcasting Knights varsity games as part of their program are working on the latest equipment, reflecting what they’ll experience in the workplace.

“The additions to our sports broadcasting capabilities will give me experience with the newest technology and provide an advantage as I prepare for a career,” said Val Naumenko, a third-year TV production student in the BRTF program who came to Niagara College from Ukraine. “The opportunity to be part of a broadcast team for Niagara College’s varsity sports program also makes me feel like I’m a bigger part of our NC Knights community.”

In recognition of Simplii’s investment in the college’s students, the Niagara College Athletic Centre will be named the Simplii Financial Athletic Centre.

## About Simplii Financial

Simplii Financial provides direct banking services to approximately 2 million Canadians with 24/7 access to online, mobile, and telephone banking with no monthly fees. The bank provides a unique range of services for Canadian newcomers including bank account enrollment from 90 countries, newcomer credit card offers with competitive rates and limits up to \$10,000, same-day no-fee global money transfers to over 130 countries, plus real-time no-fee transfers to Alipay mobile wallets, an International Student GIC Program to help students meet Canadian study permit requirements, an International Student Pay program that allows students to pay their tuition in their home currency. Simplii clients can also access one of the largest national ATM networks through CIBC. For more information about Simplii Financial, please visit [www.simplii.com](http://www.simplii.com) or by following on Twitter @SimpliiFin, Instagram @SimpliiFin, or on Facebook.

## About Niagara College

Niagara College has a full-time enrolment of more than 11,000 students from over 80 countries, who study in 130 diploma, certificate and bachelor degree programs at specialized campuses in Welland and Niagara-on-the-Lake. Niagara College is also involved in educational projects and partnerships around the world and is consistently ranked among Canada’s top 10 colleges for research funding.

Learn more at [niagaracollege.ca](http://niagaracollege.ca).

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