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Photo available

## Souderton Community Pool Receives Major Gift from First Niagara Bank

### **Souderton, PA January 24, 2011**

Souderton plans to kick-off the 2011 swimming season with a big splash and a grand re-opening of a newly updated, safer and larger Souderton Community Pool this Memorial Day... thanks to hundreds of committed donors and an industrious plan! Souderton officials expect approximately 600 local families or more to take advantage of this exciting new community pool.

One of the committed major donors is First Niagara Bank, who recently donated \$10,000 to the pool's three year capital campaign. First Niagara Bank is committed to fund organizations that positively impact to local communities where they do business.

Pool demolition and pool rebuilding is well underway, but because of two very cold months, contractors' plans have slowed their scheduled progress. Mike Coll said that contractors would make up the time in February and onward months. Vincent Pools Inc. of Plumsteadville in Bucks County received the pool contract.

The next step in the fundraising process is to continue to raise the \$1 million dollars, in addition to what has been raised to date. With the inclusion of in-kind gifts from Telford and Franconia and other businesses, a total of approximately \$500,000. has been raised. Another championship annual 2011 mailing will be organized in the next month.

Mr. Gross comments, "We hope to increase the awareness of the fundraising campaign and also to ask for additional donations from area individuals who did not support the first mail campaign in 2010." There is a five-tier list of special giving opportunities of more than \$1000 that any one on the pool fundraising committee would speak to you about. Five tiers of giving exist for major givers that also

include naming opportunities. Donors will be recognized on a mural sometime next summer in a special recognition ceremony. Contact Jeffrey Gross, chair and Borough Councilor at 215-723-2426 for additional information on the major gift opportunities or anyone listed on the pool committee website.

A special fund raising committee of community members, with various backgrounds was formed last year and meets the second Wednesday of each month at the borough building on Summit Street. Last year various community groups organized special events and donated proceeds to the Souderton Community Pool project and are listed on the pool website at [www.soudertonpool.com](http://www.soudertonpool.com). The pool web site, designed and managed by volunteer Renae Page, lists all donors and community groups who have supported and funded the Souderton Community Pool up to this point.

A recent check presentation took place in the lobby of the Souderton Borough Building with dignitaries from First Niagara Bank in Harleystown and Souderton Community participating. Pictured in photo from First Niagara are: Michael Feeley, Communications Manager; and Barbara Peacher, Souderton Branch Manager. Representing the Borough of Souderton is Michael Coll, Borough Manager; Brian K. Goshow, President Borough Council; and Jeffrey Gross, pool chairperson and councilor; all participants are examining an architectural rendering of the future pool complex.

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First Niagara Financial Group, Inc., through its wholly owned subsidiary, First Niagara Bank, N.A., has \$21 billion in assets, 257 branches and \$13 billion in deposits. First Niagara Bank is a multi-state community-oriented bank with about 3,800 employees providing financial services to individuals, families and businesses. Upon completion of its pending merger with NewAlliance Bancorp, Inc. -- subject to customary closing conditions including approvals from regulators -- First Niagara will have more than \$29 billion in assets, \$18 billion in deposits and 340 branches across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit [www.fnfg.com](http://www.fnfg.com).