



CITY OF BRANDON AND SUNRISE CREDIT UNION JOINT MEDIA RELEASE

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FOR IMMEDIATE RELEASE

SUNRISE CREDIT UNION SECURES NAMING RIGHTS FOR THE CLUBHOUSE AT THE CANADA PACKERS SPORTS COMPLEX

Brandon, MB – The City of Brandon is pleased to announce that Sunrise Credit Union has entered into a multi-year agreement to secure naming rights for the Clubhouse at the Canada Packers Sports Complex. Henceforth, the facility will be referred to as the Sunrise Credit Union Clubhouse.

“We’re proud to partner with Sunrise Credit Union, a member-owned, community-focused organization committed to community development,” said Mayor Jeff Fawcett. “Through this partnership, the Sunrise Clubhouse at the Canada Packers Sports Complex will become a welcoming space where families, friends, and neighbours can connect, stay active, and celebrate what makes Brandon such a great place to live.”

“The construction of Brandon’s outdoor sports complex is a landmark moment for our community. It will help meet the growing demand for sports facilities in the community.” said Tim Klassen, President & CEO of Sunrise Credit Union, “By supporting this project through the Clubhouse naming rights sponsorship, Sunrise Credit Union reaffirms its commitment to backing worthwhile initiatives that enhance our communities, including parks and recreation amenities that promote healthy, active living for both youth and adults.”

Situated at First Street and Veterans Way, the Canada Packers Sports Complex will feature a FIFA-regulation soccer field, up to eight 11 v 11 soccer fields, one dedicated 9 v 9 soccer field, a cricket pitch, a clubhouse equipped with changerooms and washrooms, and 3.6 kilometres of pathways.

Supported by investments from the Governments of Canada and Manitoba, the City of Brandon anticipates completion of this project in 2026.

The City of Brandon remains committed to offering quality events, programs, facilities, and services to its residents, while ensuring responsible stewardship of property tax revenue.

Naming rights agreements provide alternative sources of funding which enhance the quality of life for citizens of Brandon and the surrounding region. Sponsorship presents an excellent opportunity for businesses and organizations to partner with the City of Brandon and increase their visibility. Multiple sponsorship opportunities are available for various fields and amenities. Interested parties may contact City of Brandon Parks & Recreation Services at parks@brandon.ca or 204-729-2148.

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