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Contact: Dominic Hennig
Director of Broadcasting & Communications
Flint Firebirds Hockey Club
dominic@flintfirebirds.com
(810) 744-0580 ext. 215

Contact: Jenny Ludwigsen
Director of Marketing
Dort Federal Credit Union
jludwigsen@dortfcu.org
(810) 244-6662

IMS Arena & Hockey Corporations and Dort Federal Credit Union Announce 10-Year Arena Naming Rights Partnership

Flint, Mich. — IMS Hockey Corporation President, Costa Papista, announced today that IMS Arena & Hockey Corps. and Flint-based Dort Federal Credit Union, have agreed to terms on a 10-year partnership agreement that includes the naming rights for the Perani Arena & Event Center. Financial terms of the agreement were not disclosed.

“This is another great day for Flint and Genesee County. As owners and caretakers of the community’s only major event center and OHL franchise, we require a significant amount of corporate support to deliver quality events, amenities and experiences that the region can be proud to call their own. Dort Federal Credit Union understands the vision and the magnitude of this community project. They have stepped up to ensure a long-term success story for Flint, Genesee County and the region. We are thrilled to have this 10-year partnership with Dort Federal Credit Union and their 70,000 plus members,” said Mr. Papista, President of IMS Hockey Corp.

Vicki Hawkins, Dort Federal Credit Union’s President/CEO stated, “Entering into this agreement is more than just a naming sponsorship for our credit union. Dort Federal is making an investment in our community, our local economy and our future. We’re proud of Flint and proud of the people who have made us strong. We share in the community’s excitement about the Flint Firebirds Hockey Club and we look forward to many years of great sports and entertainment at the Dort Federal Credit Union Event Center.”

Doug Kidd, Dort Federal Credit Union’s Chairman of the Board of Directors noted, “Our management team and Board of Directors gave this rare sponsorship opportunity significant deliberation. Our credit union has a 64-year history of giving back to the areas we serve. We do so with the intention of providing support where it can help many. We view this opportunity as a way to give back to the community who has helped us become the strong institution we are today.” Dort Federal Credit Union has more than 70,000 members—the vast majority of whom live or work in the Greater Flint area.

This will be the first naming rights deal for Dort Federal Credit Union. Under the terms of the agreement, Dort Federal Credit Union will receive the naming rights and associated premier signage on and within the facility. In a separate transaction, IMS Hockey Corp. and Dort Federal Credit Union will enhance their long time sponsorship relationship with a variety of additional advertising, marketing and merchandising opportunities at the arena.

Owned by IMS Arena Corp., the Dort Federal Credit Union Event Center is home to the Ontario Hockey League’s (OHL) Flint Firebirds and a multitude of annual entertainment and community events. The arena opened in October of 1969. The Flint Generals of the original International Hockey League (IHL) were the premiere tenants for the next 16 years.

Since opening, the venue has hosted major concerts such as KISS, Johnny Cash, Journey, Rush, Motley Crue and Ted Nugent along with countless other artist from all genres of music.

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About Dort Federal Credit Union

Dort Federal Credit Union is a not-for-profit financial cooperative whose mission is to open doors to their members by providing quality financial services. Founded in 1951 by seven members of Local 651, Dort Industrial Employees Credit Union served employees of the former AC facility on Flint's East Side. In 1984, the credit union changed its name to Dort Federal Credit Union and was then open to employees of several area businesses. In 2002, the National Credit Union Administration granted the institution's request to serve anyone who lives, works, attends school, worships, or volunteers in Genesee, Lapeer, or Shiawassee Counties, or Deerfield and Tyrone Townships in Livingston County. Today, Dort Federal Credit Union has more than 70,000 members and \$640 million in assets. For more information visit DortOnline.org.

About Dort Federal Credit Union Event Center

The Dort Federal Credit Union Event Center is a staple for hockey, entertainment and community gatherings with a nearly half-century of Flint and Genesee County heritage. The facility opened in 1969 as the Industrial Mutual Association (IMA) Arena and became Perani Arena & Event Center in 2003. Planners ensured that the arena was ahead of its time. Reviews at the time named it the finest and best equipped ice arena in North America.

The facility features two arenas. The main arena provides seating for more than 4,000 and the ability to accommodate more than 6,000 for concerts and other shows. The second arena has more than 25,000 square feet of floor space, fixed seating for approximately 1,100 and a total event capacity in excess of 3,000. The facility was originally equipped with two sheets of ice. The second arena had artificial turf installed in 2006 and is currently used for a variety of indoor field sports including baseball, football, lacrosse, soccer and softball.

In 2010, the main arena was updated with new high efficiency lighting including the installation of a new roof for both arenas. Other renovations included improved concessions stands and re-faced interior walls in the main arena.

Since acquiring the arena in late 2014, IMS Hockey Corporation has replaced the I-69-facing exterior sign. Other additions include building out new office space for the OHL franchise; a new OHL locker room; a new media suite on the third level and many other capital investment projects.

The arena has played home to professional sports from its beginning. The first primary tenants were the original Flint Generals, of the International Hockey League, beginning in 1969. The association continued through a number of leagues with the modern day Generals until they ceased operations in 2010. From 2010-2015 the Michigan Warriors of the North American Hockey League (NAHL) called the arena home.

The facility has also had some of the most iconic names in entertainment perform. Through the 70's and 80's the venue was a destination for some of the biggest names in rock and roll including KISS, Johnny Cash, Journey, Rush, Motley Crue and Ted Nugent along with countless other artist from all genres of music. The facility has been a regular stop for the WWE, Harlem Globetrotters, Sesame Street Live and many more. In addition, several youth and high school teams call the arena home including Davison, Kearsley and Grand Blanc High School. The arena also hosts the MHSAA Pre Regional tournament each year.

A wide variety of quality entertainment performances continue to appear at the arena, including family shows, expos, trade shows, concerts, sporting events and more. The facility has hosted the Shrine Circus, MARVAC RV and Camper Show, the Flint Home and Garden Show, Motorcycle Ice Races and the Women's Expo for decades, just to name a few.

The impact the Dort Federal Credit Union Event Center has on the community extends far beyond sporting events and entertainment. The facility is also home to community events including graduation ceremonies, wedding receptions, banquets and fundraisers. Every year thousands of high school and college students graduate at the facility, with tens of thousands of friends and family witnessing the milestones. The commencement ceremonies the arena has hosted include the University of Michigan Flint, Mott Community College, Baker College of Flint, Baker College of Owosso, Grand Blanc, Davison, Carman Ainsworth, Lapeer, Flint Community and Swartz Creek High Schools.

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