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**For Immediate Release – March 3, 2010**

## **GRAND FORKS PARK DISTRICT ANNOUNCES CHOICE FINANCIAL NAMING SPONSOR FOR PROPOSED WELLNESS CENTER**

[Grand Forks, N.D.] During the March 2, 2010 Grand Forks Park Board meeting, Commissioners voted to accept a final contract with Choice Financial Group, defining their official partnership as Naming Sponsor of the proposed new health and wellness center. Currently, a group of citizens are working diligently to raise funds to support the capital costs of a new facility, which will be named **Choice Wellness Center**.

GF Park District Director John Staley commented on the sponsorship, "We are proud to announce the official partnership between the Grand Forks Park District and Choice Financial. Many conversations and presentations to potential sponsors have been conducted over the past couple years. We are pleased that Choice Financial has stepped forward to partner with us on this historic project. The determination of many volunteers working to raise funds, along with the generous and visionary decisions made by donors such as Choice Financial, is a wonderful marriage for success."

Choice Financial signed a \$2.75 million naming sponsor agreement, which is one of the largest donations in the history of Grand Forks, N.D. The sponsorship includes primary naming rights of the proposed Center, which will be located on South Washington Street between 40<sup>th</sup> and 47<sup>th</sup> Avenues. **Choice Wellness Center** will be owned and operated by the Grand Forks Park District.

Choice Financial Chief Operating Officer, Brian Johnson states, "Choice believes it is our role as a community bank to better the places in which we live. Choice Financial has been a committed leader to our rural communities and their needs for years. Today, Choice Financial wants the people of Grand Forks to know that it is committed to making this community better."

Additional naming opportunities are available within the proposed Center for private donors and corporations. The Center is estimated to host 100,000 visits a month. Further, the Grand Forks YMCA Family Center, also partnering with the Grand Forks Park District with a seamless membership, has naming opportunities for their existing facility as well.

"The best way for our community to prosper is by investing in its future. We strongly believe there's immense value in our investment, which will enrich the lives of Grand Forks and area residents for generations to come," says Wayne Zink, Choice Financial Market President.

John Staley added, "It is because of partners such as Choice Financial, we are able to consider a new health and wellness center project. It is our objective to press forward with our partners, to be sure Grand Forks and the surrounding region has the opportunity to enhance their overall health and wellness through this effort."

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