

UMassFive News

For Immediate Release

Craig A. Boivin
Vice President of Marketing
413-256-5553 | cboivin@umassfive.coop

UMassFive Awards Local Business with \$10,000 UMass Athletics Advertising Package in Small Business Spotlight Contest

Hadley, MA – UMassFive College Federal Credit Union (UMassFive) is thrilled to announce Sexton Roofing & Siding as the grand prize winner of its inaugural Small Business Spotlight contest. Driven by community



Pictured L to R: Sam the Minuteman; Shelby Downey, UMassFive Cash Management Specialist; Jeff Rockett and Ray Panlilio of Sexton Roofing and Siding; and Eurika Boulay, UMassFive Northampton and Northampton VA Senior Branch Manager.

nomination, the contest winner was formally announced at the final UMass football home game of the season at McGuirk Alumni Stadium on November 30, which was also Small Business Saturday.

Sexton Roofing & Siding will be receiving a \$10,000 value advertising package with UMass Athletics—allowing the business to be featured on digital displays, radio reads, email blasts, and with tabling opportunities at the Mullins Center in Amherst during UMass basketball and hockey home games for the remainder of the season.

This contest highlights the partnership between UMassFive, UMass Athletics, and UMass Sports Properties, UMass Athletics' official multimedia rights holder, and their mutual efforts to uplift small businesses and deepen ties within the community, while celebrating small businesses that make a difference. "Small businesses are the backbone of our community, and we're honored to spotlight the incredible work they do every day," said Craig Boivin, UMassFive VP of Marketing. "At UMassFive, we believe in investing in businesses that not only provide valuable products and services, but also give back and inspire others. This contest is our way of celebrating their impact and helping them grow."

"UMass Athletics is proud to partner with UMassFive in this initiative to support and promote small businesses," said Ryan Bamford, UMass Director of Athletics. "Small businesses are vital to the vibrancy of our community, and we're excited to provide this platform to amplify their voices and contributions to our fans and alumni."

Sexton Roofing & Siding, a locally and family-owned residential and commercial roofing and siding contractor, expressed gratitude for the opportunity.

"This recognition means the world to us," said Sasha Wilde, Co-Owner of Sexton Roofing & Siding. "Being featured at UMass Athletic home games is an incredible opportunity to introduce our business to a wider audience and share our passion with the community. This exposure will help us grow and continue making a difference."

The *Small Business Spotlight* contest drew over 125 nominations from across Western Massachusetts, highlighting businesses that demonstrate service, innovation, and community involvement.

Two secondary winners, K's Nutrition of Amherst and CLINIC Alternative Medicines of Northampton, were also recognized with \$500 cash prizes to support their ongoing efforts in the local community.

For more information about UMassFive and its commitment to supporting local businesses, visit umassfive.coop/business.

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive's earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 50,200 members, six branches, and assets of over \$700 million. For more information about UMassFive, please visit www.umassfive.coop.