

FOR IMMEDIATE RELEASE

## DD Humes Financial Services Announces Sponsorship of John Abbott College Islanders Women's Hockey Team



**Matthew Humes and Guillaume Bernardi of DD Humes pose with Islanders assistant captain Samantha Morello after a convincing John Abbott College win sporting their new team jerseys with the DD Humes Logo**

**Dorval, Qc - Jan 19, 2024** – DD Humes Financial Services proudly announces its strategic sponsorship of the John Abbott College Islanders Women's Hockey Team for the thrilling 2023-24 season. This collaboration exemplifies DD Humes Financial Services' steadfast dedication to fostering community engagement and supporting local sports initiatives.

Renowned as the reigning two-time Provincial Champions, the John Abbott College Islanders Female Hockey Team comprises a cadre of elite student athletes known for their unwavering passion, determination, and sportsmanship both on and off the ice. Aligning its brand with excellence, DD Humes is honored to stand alongside these accomplished athletes. As a leading financial services provider in the region, the company recognizes the profound impact of sports in building robust communities and shaping the leaders of tomorrow.

The sponsorship underscores DD Humes Financial Services' commitment to nurturing talent, fostering a spirit of teamwork, leadership, and excellence within the John Abbott College Islanders Female Hockey Team. By doing so, DD Humes seeks to contribute meaningfully to the athletes' development and the broader community.

Matthew Humes of DD Humes Financial Services and a proud John Abbott Islanders Hockey Alumni, expressed his enthusiasm for the partnership, stating, "When approached by current team Assistant captain Samantha Morello in the fall about the sponsorship opportunity, it just seemed like a perfect fit. We are thrilled to join forces with the John Abbott College Islanders Hockey program and play a role in their journey towards continued success. At DD Humes, we recognize the significance of teamwork and dedication, values that extend beyond sports and resonate in the world of finance. We eagerly anticipate a mutually enriching partnership that benefits the team, the college, and the entire community."

This collaboration not only underscores DD Humes Financial Services' commitment to community initiatives but also represents a continuation of the Humes family legacy within the Montreal women's hockey scene. The annual Theresa Humes Cup tournament, named in honor of Matthew's grandmother, Theresa Humes (Concordia HOF), stands testament to the family's enduring impact on women's hockey.

Expressing gratitude for the sponsorship, the John Abbott College Islanders Women's Hockey Team highlighted the positive impact it will have on their season and the broader advancement of women's hockey in the region.

For further information about DD Humes Financial Services and its commitment to community initiatives, please visit [www.ddhumes.com](http://www.ddhumes.com).

**About DD Humes Financial Services:**

DD Humes Financial Services is a West Island Montreal-based financial services company dedicated to providing comprehensive and personalized solutions to individuals and businesses. Committed to integrity, innovation, and community engagement, DD Humes strives to be a trusted partner in its clients' financial success.

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