

FOR IMMEDIATE RELEASE

Mamaraderie and Banko Creative Studio Announce Strategic Partnership

HAMILTON, ON - July 24, 2024 –Mamaraderie, the premier community platform for moms in the region, is excited to announce a partnership with Banko Creative Studio. Banko, a Hamilton-based creative agency, has acquired an equity stake in Mamaraderie to foster significant growth and enhanced member experiences.

This collaboration brings together two organizations dedicated to community building. Banko Creative Studio, known for its creative approach and commitment to supporting local, aligns perfectly with Mamaraderie's mission to support and connect moms.

"Partnering with Banko Creative Studio is a natural fit for us," said Ela Wojciechowska, Co-Founder of Mamaraderie. "Their expertise and shared values allow us to upgrade our platform, provide an enhanced experience and add even more value to our members."

Mamaraderie has spent the last three years bringing moms together in supportive environments, both in person and online. Through their online tool, moms can organize meet ups, join clubs that meet regularly, and find the resources they need to get through the day. This partnership will see some new changes and features added to those tools, all to help the community grow.

"At Banko, we pride ourselves on being a team of people your mom would love. Collaborating with Mamaraderie, an organization dedicated to moms, feels like a perfect match," said Tara Bryk, CEO of Banko Creative Studio. "This partnership allows us to support a cause we believe in and help Mamaraderie grow, benefiting our community in Hamilton and beyond."

"Banko's creativity, innovation and community-first mindset are exactly what we need to take Mamaraderie to the next level," said Shelbi De Silva, Co-Founder of Mamaraderie. "We're excited about the new opportunities this partnership will bring to our platform and our members."

For more information about the partnership and upcoming initiatives, visit mamaraderie.ca

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About Mamaraderie

Mamaraderie is a community-driven platform dedicated to make being a modern mom easier. Offering both online and in-person experiences, Mamaraderie aims to create a space where moms can connect, access member clubs and local events, and save on incredible brands — all for less than the cost of 2 lattes a month.