**[Your Community Bank’s Name]**

**Celebrating the Power of Community April 19-24**

**Date:** Monday, April 12, 2021

**Contact:** **[Name, Title, Phone/Email]**

[YOUR HOMETOWN] – In an effort to celebrate the strong bond and relationship between local businesses, schools, and families and their hometown community bank, [Your Bank’s Name] is recognizing the Power of Community Week April 19-24 during National Community Banking Month and National Financial Literacy and Capability Month.

“For more than a year, members and residents of our communities have been working together to ensure we navigate the uncertainties caused by a global pandemic and do our best to remain strong,” said [Name, president of Your Bank’s Name]. “As part of National Community Banking Month, we will celebrate the Power of Community Week and highlight the relationships we hold dear right here in [Name of Community]. Members of our community know that we don’t just do business here, we live here and are proud to call this area our home.”

The purpose of Power of Community Week is to highlight the longstanding tradition of local hometown community banking. We urge consumers, small business owners, farmers, and community leaders to learn more about the relationship community banks have with the communities that are not home only to our bank, but our families and our livelihoods. The role banks play in building strong communities, and the quality products and personal services we provide give our customers the support they need to succeed.

Wisconsin’s banks have always been involved in community service projects, but over the past year they stepped up to support their customers and community in the midst of crisis. Major disruptions impacted communities large and small across the state and the nation. Wisconsin's bankers offered a helping hand in special ways during the pandemic, and they are committed to seeing their communities through challenging times.

“When challenges arise and unforeseen circumstances occur in their hometowns, Wisconsin banks are among the first to step forward and ask what they can do to help,” said Rose Oswald Poels, president and CEO of the Wisconsin Bankers Association. “From helping to ensure our healthcare heroes on the frontlines have the resources they need to honoring our essential workers, from food drives to community clean-ups, our banks and their dedicated employees continually step up and serve.”

**About the Wisconsin Bankers Association**
The Wisconsin Bankers Association is the state’s largest financial industry trade association, representing nearly 235 commercial banks and savings institutions, their nearly 2,300 branch offices and 20,000 employees. More information can be found at www.wisbank.com.

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