**Power of Community Week Celebrates the**

**Strength and Character of Our Hometown**

By FIRSTNAME LASTNAME

Every April, community banks in Wisconsin proudly pause to reflect on how they helped their communities in times of need over the past year. Year after year, we are truly surprised and grateful for the random acts of kindness by so many employees of community banks to help their neighbors and those in need.

In an effort to celebrate the strong bond and relationship between local businesses, schools, and families and their hometown community bank, we are recognizing the Power of Community Week April 19-24 during National Community Banking Month and National Financial Literacy and Capability Month.

The past 14 months have presented our community with circumstances like never before.Through it all, you forged ahead. After every setback, we learned and persevered. And our community grew closer and stronger.

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. As part of National Community Banking Month in April, we are celebrating the Power of Community Week and highlighting the relationships we hold dearly right here in [Hometown].

Members of our community know that our bank doesn’t just do business here. We live here. We go to school here. We shop here. We eat here. And we are proud to call “here” 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 towns that not only are home to our bank, but our families and our livelihoods as well. The role our banks play in building strong communities, and the quality products and personal services we provide, positively impact our customers and ensure they can succeed no matter the environment.

Throughout each month on the calendar, Wisconsin’s banks historically are involved in community service projects. But over the past year, especially, community banks stepped up to support their customers and hometowns in the midst of a public health crisis not seen by most throughout our lifetimes. Our ways of life incommunities large and small across our state, throughout our nation, and around the globe have been disrupted. In our communities, up and down our main streets, and across the rolling farmland of our great state, Wisconsin’s banks offered a helping hand in special ways during the pandemic. They showed their relentless loyalty, devotion, and commitment to seeing their communities and customers through the challenges in front of them.

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. [INSERT 2-3 SENTENCES ON INSTANCES YOUR BANK HAS STEPPED UP DURING THE PANDEMIC].

We are happy to help and proud to call you neighbors and friends.

As we celebrate Power of Community Week, we look forward to seeing you, strengthening our relationships, and bettering our community, the place we proudly call home.

***FIRSTNAME LASTNAME is the OFFICE TITLE of NAME OF BANK.***