**[Your Community Bank’s Name]**

**Celebrating the Power of Community April 18–23**

**Date:** Monday, April 11, 2021

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

[YOUR TOWN, Wis.] – To celebrate the connections between local businesses, non-profit organizations, schools, and families and their hometown community bank, [Your Bank’s Name] is recognizing the Power of Community Week April 18–23, 2022 during National Community Banking Month and National Financial Literacy and Capability Month.

“The Power of Community Week is a chance for us to show our appreciation to our [Name of Town] community,” said [Name, president of Your Bank’s Name]. “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.

[Bank Name] is proud to serve our community year-round, and some of the activities the bank will be engaging in during the Power of Community Week include [list your activities].

“It is exciting to see the collective impact of community banks around the state during the Power of Community Week,” said Rose Oswald Poels, president and CEO of the Wisconsin Bankers Association. “From food drives to building homes and giving financial literacy presentations in K–12 classrooms, our banks and their dedicated employees continually rise to the occasion and serve.”

For more information on the Power of Community Week and to see a map of service initiatives around the state, please visit www.wisbank.com/BanksPowerWI.

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**About the Wisconsin Bankers Association**
Founded in 1892, WBA is the state’s largest financial industry trade association, representing more than 200 commercial banks and savings institutions, their branches, and over 21,000 employees. The Association represents banks of all sizes in Wisconsin, and nearly 98 percent of banks in the state are WBA members. More information can be found at www.wisbank.com.