**Bank Name Celebrates the Power of Community April 15–20, 2024**

**For Immediate Release:** April 10, 2024

**Contact:** Name, Title, Bank, Phone/Email

NAME OF TOWN, Wis. – To celebrate the connections between local businesses, non-profit organizations, schools, and families and their hometown community bank, Bank Name is recognizing the Power of Community Week April 15–20, 2024 during National Community Banking Month and National Financial Literacy and Capability Month.

“We are proud to be a part of the strong, vibrant Name of Town community,” said **Name,** president of Bank Name. “During the Power of Community Week, we are taking the opportunity to show extra appreciation to this great place to live and work.”

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].

“The Power of Community Week highlights the collective impact of Wisconsin’s banking industry,” said **Rose Oswald Poels**, president and CEO of the Wisconsin Bankers Association. “Bank employees tailor their efforts to the individual needs of their areas — from giving financial literacy presentations in local schools to running food drives to volunteering in nursing homes — it shows how passionate they are.”

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

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**About [Bank Name]**

**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 30,000 employees. The Association represents banks of all sizes in Wisconsin, and nearly 98 percent of banks in the state are WBA members. To learn more, please visit www.wisbank.com.

**About the Wisconsin Bankers Foundation**
The Wisconsin Bankers Foundation (WBF) is a Wisconsin non-profit organization dedicated to promoting financial literacy and capability to the public. WBF works to empower consumers' financial decisions through education, scholarships, and research. (IRS Public Charity Employer Identification Number 46-3791061)