



THE
STEPHENSON
National Bank & Trust

FOR IMMEDIATE RELEASE

Date: March 18, 2013

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How would you say “I Luv My Community Bank”?

The Stephenson National Bank & Trust (SNBT) asks, ‘How would you say “I Luv My Community Bank”?’ You could say it creatively by spelling it out in pepperoni slices on a pizza, as one person did. You could say it artfully by drawing your own sign, or you could say it simply by using the printer-ready sign available on SNBT’s website. The choice is yours, but however you say it, you could be the winner of \$500.

SNBT is getting ready to kick off April Community Banking Month by participating in the national “I Luv My Community Bank” campaign sponsored by the Independent Community Bankers of America® (ICBA).

This nationwide campaign celebrates the unique personal relationship that community banks have with their customers. Consumers and small businesses are encouraged to share their personal stories and about the positive impact that local banks have on them and their communities.

“This is a great opportunity for our loyal customers to tell everyone why they choose to bank with us,” said Daniel Peterson, SNBT Executive Vice President. “We encourage people to visit the site and let their voice be heard. Let people know you care about the communities where you live and work and that you are proud to bank locally. SNBT supports the community by reinvesting our customers’ deposits back into our local neighborhoods to make them a better place to live and work for generations to come.”

Community bank customers are encouraged to evangelize about their experiences by posting comments, uploading photos, and delivering video testimonials about their banking experiences and why they “luv” their local banks. Submissions will be accepted now through April 12 by visiting the “I Luv My Community Bank” portal at www.snbt.com.

The top 10 testimonial finalists will be chosen by a panel of judges and announced on ICBA’s Facebook page on April 15, where consumers will then be able to vote for their favorite through April 30. The top five winners, chosen by Facebook



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votes, will be announced on May 1 and each will receive a \$500 gift card, courtesy of ICBA. For more information and contest rules, visit www.snbt.com.

The Stephenson National Bank & Trust is a 138-year old independent community bank with \$750 million in Bank, Mortgage, and Trust & Investment assets under management. Offices are located in Marinette and Oconto, Wis. and Menominee, Mich. with a Trust & Investment Office in Marquette, Mich. For more information about The Stephenson National Bank & Trust visit www.snbt.com.

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