**FOR IMMEDIATE RELEASE**

DATE: (*Fill in date of the announcement)*

CONTACT: (*Fill in name of contact person in organization, e-mail address & phone number*)

*(Fill in name of your organization)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***seeks votes, support in Florence Bank Customers’ Choice Community Grants Program**

(*Fill in name of town where your organization is located*)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, MA – (*Fill in your organization’s name*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is seeking support and votes from the community in the Florence Bank Customers’ Choice Community Grants program.

Florence Bank will award a total of $150,000 to nonprofits throughout the region, based on votes from their Bank customers, and (*fill in the name of your organization*) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_would like to be among the winners!

“To help (*fill in the name of your organization*)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_be one of the recipients of these much-needed funds, we are asking you to vote for us,” said *(fill in name of your organization’s spokesperson and title)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* . “If you are a customer of Florence Bank, or you have family or friends who are, you can help. Please ask everyone you know to vote for us.”

Voting by customers of Florence Bank is done by visiting the Bank’s website, [**www.florencebank.com/vote**,](http://www.florencebank.com/vote) or by voting at any of the Branches. Voting is now in progress and continues through December 31st.

Since the inception of the program, the Bank has donated over $1.4 million to over 164 local non-profits.

Funds are dispersed to nonprofit organizations as a result of voting and nominations of bank customers. The amount of money each organization receives is based on the number of votes each eligible organization receives. The decision of who receives funds is in the hands of the Bank’s customers. “To be eligible, our organization must receive at least 50 votes,” said (fill in name of your organization’s spokesperson) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .” Every vote counts!”

**About Florence Bank**

Florence Bank is a mutually-owned savings bank chartered in 1873. Currently, the Bank serves the Pioneer Valley through 12 full-service branch locations in Florence, Northampton, Easthampton, Williamsburg, Amherst, Hadley, Belchertown, Granby, West Springfield, Springfield and Chicopee. Additionally, they offer 24 ATMs and a wide range of financial services including investment management through FSB Financial Group (FSBFG) to consumers and businesses.  Florence Bank is consistently voted best local bank by the readers of the Valley Advocate and the Daily Hampshire Gazette.

*To receive an electronic version of this press release, please email Marketing@florencebank.com*