

NEWS RELEASE**Contact:**

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For Immediate Release**SALISBURY BANK STARTS ITS ANNUAL “WE BELIEVE” PROGRAM,
COLLECTING NEW UNWRAPPED GIFTS FOR LOCAL CHILDREN**

Lakeville, CT – November 21, 2018 – Please join Salisbury Bank in bringing holiday magic to special children through its 30-year tradition of the “We Believe” program.

“As we kick off our 31st annual toy drive, we encourage the community to join us in experiencing the joy of giving this holiday season,” said Rick Cantele, President and Chief Executive Officer. “Making a difference in our community is important to us and working together, we can provide a magical holiday season for some very special children.”

With your kindness and generosity, we can help to make this a very special time of year for some children who would otherwise not experience the joy of the holiday season. You can drop off new, unwrapped gifts at any of our fourteen Salisbury Bank offices by December 17th.

Gift ideas include, but are not limited to, sports equipment and balls, books, board games, hand-held electronic games, backpacks, building sets, craft kits, purses, and cosmetics. Additionally, gift cards to local retailers are always an excellent option.

Salisbury Bank is extremely thankful to all of the individuals and businesses who have contributed over the past 30 years and is looking forward to another successful holiday season.

Salisbury Bank is a full-service community bank headquartered in Lakeville, Connecticut and presently operates full service branches in Canaan, Lakeville, Salisbury, and Sharon, Connecticut; Great Barrington, Sheffield, and South Egremont, Massachusetts; as well as Dover Plains, Fishkill, Millerton, New Paltz, Newburgh, Poughkeepsie, and Red Oaks Mill, New York. The Bank has been serving families and businesses for over 170 years and offers a full range of consumer and business banking products and services as well as trust and investment services.