



NEWS RELEASE

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FOR IMMEDIATE RELEASE

SALISBURY BANK ANNOUNCES HOLIDAY “GIVING” JARS TO THE COMMUNITY

Lakeville, CT – November 25, 2019 - Salisbury Bank and its Riverside Division branches are encouraging holiday giving by hiding 14 Holiday Giving Jars throughout the communities they serve. Each Holiday Giving Jar contains a “giving card” that can be redeemed for \$100 at any one of the Bank’s fourteen branch locations. It is suggested that the \$100 be gifted forward either as a donation to a charitable organization or passed along to someone in need.

“We wanted to do something special and a little different for the community this Holiday Season. We believe gifting Holiday Jars is a nice way to get everyone in the giving spirit,” explained Juli Sinchak, Vice President of Marketing at Salisbury Bank.

Although not limited to these locations, Holiday Jars will be hidden in places like local stores and common gathering spots such as food establishments. It is possible to unexpectedly discover a hidden Holiday Jar in your community, but starting November 27th, clues to the location of the Holiday Jars will be posted on the Bank’s Facebook page, <https://www.facebook.com/salisburybank/>.

In the spirit of giving, anyone who submits their story of giving will have the opportunity to name a charity of their choice to be entered to win a \$250 donation from Salisbury Bank. “We’re encouraging everyone to submit their “story of giving” by going to www.giving.salisburybank.info. It’s always wonderful to read about the many ways people help one another,” Sinchak said.

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.