



Southbridge Savings Bank

Love your bank™

Contact: Jill Motyka
508-765-9103 ext. 1047

FOR IMMEDIATE RELEASE

LIGHTS, CAMERA, SAVE!

Southbridge Savings Bank Calls for Entries

July 9, 2010 – Today’s kids know everything about everything, but how much do they know about the value of saving? Southbridge Savings Bank’s participation in the Lights, Camera, Save! competition seeks to answer that very question.

“The Lights, Camera, Save! contest will allow teens to role play and record their thoughts regarding the value of saving money,” explained Phil Pettinelli, President & CEO. It’s a way to get kids thinking about saving and its impact.”

The video contest is one of several components of the ABA Education Foundation’s Teach Children to Save program. This component is a unique competition that encourages youth to use video to communicate the value of saving and inspire others to become lifelong savers.

“The contest is meant to be fun and exciting but when all is said and done, we hope teens will take action and live this message, ‘Start young, save more,’” Pettinelli added. “In addition Southbridge Savings Bank is giving away a \$50 Savings Bond for the first 10 (ten) qualified entries we receive!”

To participate, students aged 13-16 can stop by any of our 9 Southbridge Savings Bank branches for an entry form and contest details or go online to www.southbridgesavingsbank.com/LCS!. Southbridge Savings Bank will host the first round of local level judging and will submit one winning video to compete on the national level for a chance at a \$3,000, \$1,500 and \$500 in U.S. Savings Bonds and an iPod® Touch.

The Teach Children to Save program is a national campaign that organizes banker volunteers to educate young people about the importance of developing a lifelong savings habit. Since 1997, the campaign has reached 3.4 million young people with the help of some

80,000 banker volunteers, an annual awareness day -- Teach Children to Save Day -- and the Teach Children to Save Web site: teachchildrentosave.com.

Since 1848, Southbridge Savings Bank has provided products and services to the residents of southern and central Worcester County and the surrounding areas. They offer nine full-service branches, including two in-store branches that are open extended hours, seven days a week. For more information about Southbridge Savings Bank, call 800.939.9103 or visit www.southbridgesavingsbank.com.

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