

MEDIA ALERT

Berkshire Bank

FOR IMMEDIATE RELEASE

November 25, 2009

Berkshire Bank to Celebrate Opening of Springfield Financial Services Center and Foundation Donations on Monday, Nov. 30

WHAT: Two weeks filled with fun and activities at the **Springfield Massachusetts** location of Berkshire Bank. The Bank will also donate \$30,000 to help support local Springfield non-profit organizations.

Highlights of the celebration include:

- Register to be one of 20 winners given 15 seconds in our cash booth during Family Day on December 12th
- Open a Free Checking account and receive \$75 for your direct deposit and \$25 when you refer-a-friend
- Introduction of new banking technology, teller pod and Community Meeting Room
- Nominate your favorite charity to win a \$5,000 grant at www.jointheexcitement.com.
- Convenience of combined banking (personal and business), insurance, investments and wealth management operation in a single location

WHEN: **Presentation of \$30,000 Foundation Donation
Monday, November 30 at 4 pm**

WHERE: **1259 East Columbus Ave, Springfield, Massachusetts**

WHO: Invitation to community, City of Springfield representatives and Berkshire Bank executives

WHY: Proud to be part of downtown Springfield, excited to show its new Financial Services Center and support the community it serves

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