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CBI Urges Consumers: *Go Local* By Banking Locally with Your Community Bank *Banking with your local community bank is a hometown investment you can be proud of!*

WEST DES MOINES, IOWA (February 17, 2014)—As many of the nation’s consumers consider switching banks, the Community Bankers of Iowa (CBI) are reminding them that now is the perfect time to join the “go local” movement by banking locally with their local community bank. By doing so, consumers will realize the litany of benefits that come with banking with a community bank, including a relationship-based banking experience, superior customer service and the pride that comes with reinvesting in one’s community.

“By going local and banking locally with your community bank, consumers can make a real difference in the lives of their neighbors and the future of their community,” said Don Hole, CBI Executive Vice President and CEO. “They’ll be making a hometown investment they can be proud of. After all, the money they deposit in their community bank will be reinvested in ways that drive their local economy, such as in the form of loans to local residents who want to buy a home or to small business owners who are looking to open shop on Main Street.”

As small businesses themselves, community banks only thrive when their customers and communities do the same, so taking care of their customers and looking out for the best interest of their community is ingrained in the way they conduct their business each and every day. And when consumers call their local community bank, they’ll be reassured to know that they won’t be talking to someone halfway across the globe. Instead, they will be talking with their community banker who lives and works in the same community they do.

Whether located in small towns, suburbia or big-city neighborhoods, community banks improve America’s communities by funding nearly 60 percent of all small businesses under \$1 million and by using local dollars to help families purchase homes, buy a car, finance college and build financial security. By driving local economies and creating local jobs, community banks are an integral part of our financial system and play a key role in our nation’s economic recovery. A majority of the community banks across Iowa are CBI members. Representing more than 1,000 locations and employing more than 5,000 Iowans, CBI members hold more than \$3.2 billion in assets, including loans to consumers, small businesses and the agricultural community.

“CBI wants all Iowans to know that their community bank is not only invested in their hometown, but also in them, as customers,” Hole said. “Our doors are open, and we welcome consumers to Go Local and see the community bank difference for themselves.”

To find your local community bank, visit CBI’s community bank locator at www.cbiaonline.org. Simply type in your Zip code and the app will show you all the community banks in your area.

About CBI

Community Bankers of Iowa is a state-wide trade association exclusively representing independent community banks in Iowa, who are known for local decision making, community involvement and lower fees.