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Village Bank Introduces “Family-Built, Community Strong”
Confirming commitment to staying a locally owned bank.



The team at Village Bank has collaborated to develop a campaign which supports their core values and commitment to community banking - featuring valued customers and the Village community.

(Blaine, MN, November 1, 2019) – Village Bank has launched its new “Family-Built, Community Strong” campaign which features customers and team members alike. The creative selected represents the “new age of community banking,” Village Bank’s recommitment to putting relationships first, and recognizes local business owners who have worked hard to build their businesses.

“To grow our Village and support our community, we made an investment to discover what is unique about our Anoka County customers and clients. We asked, “who is our village and what do they need from us as their bank?” said Megan Effertz, Chief Experience Officer at Village Bank. “The resulting ‘Family-Built, Community Strong’ campaign highlights the importance of relationships built within our community, the true grit and perseverance our entrepreneurial customers have, and the compassion our Village family has towards hardworking individuals, families, and small business owners. Our customers are our family, our family is our village, and together we support the community and build it from the ground up.”

The ultimate purpose of a community bank is to support families and businesses that make up the community, and to help local individuals and businesses achieve their life goals. Whether their goals are to fund an entrepreneurial vision, to purchase a new home, or to save for an upcoming life event, Village Bank is proud to be a trusted partner for customers to rely on. At a time when other community banks are selling or merging with larger financial organizations, Village Bank is taking a stance that it is a community bank here to stay.

Campaign elements include billboards, direct mailers, digital advertising, social media and email within Anoka County, surrounding Village Bank’s branch locations. Further, the goal of the campaign is to encourage people to ask, “what type of bank do I want to work with, and is my bank family-built, community strong?”

For more details about Family-Built, Community Strong (#FBCS), visit www.vb-fbcs.com.

Village Bank is a community bank founded in 1993 with a legacy of building strong communities. The ultimate goal of Village Bank is to help customers and clients fulfill their dreams — whether it’s buying a home, starting a business, saving for college or planning for their future.

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