



**FOR IMMEDIATE RELEASE:**

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**New partner brings additional match opportunity to Mason County**

### **WEST SHORE BANK'S "SPIRIT OF GIVING" COMMUNITY CHALLENGE BEGINS**

LUDINGTON, MI – West Shore Bank, along with Shop-N-Save of Ludington and Benzonia, Hansen Foods in Hart, and Family Fare in Manistee, is teaming up this holiday season and challenging area residents and businesses to show their "Spirit of Giving!"

This is West Shore Bank's ninth year to team up with local food store partners to offer special pricing for the purchase of a complete dinner to be distributed to local food pantries for Christmas. The dinner consists of a chicken, stuffing, vegetables, potatoes and a dessert. "Our commitment to making a real difference in the lives of those struggling in our own communities is what makes this 'Spirit of Giving' campaign so special," stated Raymond Biggs, President and CEO of West Shore Bank. "Our bank staff looks forward to supporting this event and challenges other individuals and businesses to do so as well."

West Shore Bank will accept tax-deductible donations at any of their seven banking offices through Friday, December 1. With the money raised, West Shore Bank will distribute certificates to food pantries in Mason, Oceana, Manistee and Benzie Counties which can be redeemed for the complete dinner at their respective market partners. To help stretch dollars even further, West Shore Bank has agreed to match the first \$2,500 raised. **Additionally, Pennies From Heaven Foundation has generously partnered with West Shore Bank this year to provide a dollar for dollar match on all monies collected in Mason County.**

Last year 830 meals were distributed in the four-county area. With the additional match opportunity, this year the campaign has a goal of 1,400 meals to be distributed throughout the four-county area.

Any individuals or businesses who would like to make a tax-deductible donation can stop by West Shore Bank during regular banking hours or mail a check made payable to "Spirit of Giving Fund" to West Shore Bank, Attn: Spirit of Giving, PO Box 627, Ludington, MI 49431. The Bank currently has seven retail banking offices in Ludington, Scottville, Hart, Manistee and Frankfort.

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