



NEWS

FOR IMMEDIATE RELEASE

October 15, 2013

Contact: Sue Murphy
Liberty Bank Foundation
(860) 638-2959 or
smurphy@liberty-bank.com



LIBERTY BANK, ROTARY CLUBS TO RAISE FUNDS FOR THANKSGIVING FOOD

MIDDLETOWN, CT — As the Thanksgiving holiday approaches, many Connecticut families will be looking for help to enable them to sit down to a traditional holiday feast. Liberty Bank and 29 local Rotary Clubs are teaming up to make sure that everyone in central, eastern, and shoreline Connecticut can enjoy a bountiful Thanksgiving meal.

From now until November 23, Liberty's 48 branch offices will accept donations to local Rotary Clubs for the purpose of providing Thanksgiving food. Every dollar donated at a Liberty office will be matched with 25 cents from the Liberty Bank Foundation, up to a total of \$30,000. On November 25, the Rotary Clubs will withdraw the funds and either purchase and deliver food for needy families, or donate the funds to a local human services agency that provides Thanksgiving food.

Since it began in 2004, the Liberty Bank/Rotary Club Thanksgiving Dinner Drive has raised over \$746,000 to supply holiday meals to residents of the towns served by the bank. Last year's drive raised over \$121,000, and was matched with \$25,000 from the Liberty Bank Foundation. This year, the Foundation has increased the available matching funds to \$30,000, and has set a total fundraising goal of \$150,000.

"With unemployment remaining high and the economy still sluggish, many local households will have a hard time putting turkey on the table this Thanksgiving," said Sue Murphy, executive director of the Liberty Bank Foundation. "All of us at Liberty and our Rotary Club partners are determined that none of our neighbors should have to miss their Thanksgiving feast."

The following Rotary Clubs are participating in the 2013 Liberty Bank/Rotary Club Thanksgiving Dinner Drive: Bristol*, Cheshire, Chester, Clinton, Colchester, Deep River, East Haddam, East Hampton, Glastonbury, Groton/Ledyard, Kensington/Berlin, Madison, Meriden, Middletown, Mystic, New Britain, New London, Newington, Niantic, North Haven, Norwich, Old Saybrook, Plainville, Stonington, Wallingford, Waterford, West Hartford, Wethersfield/Rocky Hill, and Willimantic. Each Liberty Bank office will collect contributions for its local Rotary, so the funds will remain in the communities where they were donated. Some Rotaries will collect and distribute funds for nearby towns as well as their own, so that

* Indicates Rotary Club new to the drive this year

every town with a Liberty Bank office will be included. (Visit www.liberty-bank.com/locations for a list of Liberty Bank offices.)

The Liberty Bank/Rotary Club Thanksgiving Dinner Drive was first conceived by the Middletown Rotary Club, which for several years conducted its own fundraising drive to provide food for needy families on Thanksgiving. In 2004, the club approached Liberty to see if the bank would be interested in a partnership to enlarge the drive. The bank responded that it would support the drive if it could be expanded throughout its entire service area. Members of the Middletown Rotary reached out to fellow Rotarians in other towns, with the result that 29 clubs are now involved, covering every town where Liberty has an office.

Rotary is a global network of more than 1.2 million volunteer leaders who dedicate their time and talent to tackle the world's most pressing humanitarian challenges. There are 34,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. As signified by the motto "Service Above Self," Rotary's main objective is service — in the community, in the workplace, and throughout the world.

Since its inception in 1997, the Liberty Bank Foundation has awarded over \$7.6 million in grants to nonprofit organizations within Liberty Bank's market area. The foundation seeks to improve the quality of life for people of low or moderate income by investing in three areas: education to promote economic success for children and families; affordable housing; and nonprofit capacity building. Along with its grantmaking, the foundation strives to foster the convening and collaboration of nonprofits, funders, business, and government to address community issues.

Established in 1825, Liberty Bank is Connecticut's oldest mutual bank, with more than \$3.5 billion in assets and 48 banking offices throughout the central, eastern, and shoreline areas of the state. As a full-service financial institution, Liberty offers consumer and commercial banking, home mortgages, insurance, and investment services. Rated outstanding by federal regulators on its community reinvestment efforts, Liberty maintains a longstanding commitment to superior personal service and unparalleled community involvement.

###