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ICBA and Peoples National Bank Encourage Americans to Save during America Saves Week

Washington, D.C. (February 22, 2010)—The Independent Community Bankers of America (ICBA) and **Peoples National Bank** are proud to add their voices to the nearly 1,000 organizations nationwide that are encouraging Americans to save as part of America Saves Week, Feb. 21-28.

“Saving is key to financial stability and independence,” said R. Michael Menzies, ICBA chairman and president and CEO of Easton Bank and Trust Co., Easton, Md. “But studies show most Americans aren’t saving enough. And this recent economic crisis has shown us how important it is to have a cushion to help you weather the unexpected. Now more than ever, people need to develop good saving habits. By participating in America Saves Week, ICBA and our nearly 5,000 member community banks are hoping to encourage community bank customers to make savings a part of their everyday lives.”

Community banks not only offer personalized customer service tailored to individual needs, they also offer savings products and services at rates that are comparable to or often better than larger institutions.

“Fortunately, it’s never too late to start saving,” **Jackie Farmer, VP, Peoples National Bank, Checotah, OK** said. “Your local community banker can help you create a savings plan so that you can reach your financial goals.”

The most common community bank services and products include savings accounts, money market accounts and certificates of deposit (CDs). Many employers offer automatic payroll deduction, one of the best ways to start and keep saving.

ICBA advises you to consider these factors in choosing where to place your savings:

- **Access.** How quickly can you access your money? Community banks are local and use up-to-the-minute technology so that consumers have access to their money when and where they need it.
- **Safety.** How safe is your money? At a community bank, the FDIC insures deposits up to \$250,000 per depositor and \$250,000 for certain retirement accounts. No one has ever lost a penny of FDIC-insured funds. Stop by **Peoples National Bank, Checotah, OK** for more information.
- **Earnings.** How much money will you earn? Community banks offer competitive products and interest rates.

America Saves Week is a nationwide campaign in which a broad coalition of nonprofit, corporate, and government organizations help individuals and families save and build wealth. Through information, advice, and encouragement, America Saves assists those who wish to pay down debt, build an emergency fund, save for a home, save for an education, or save for retirement. Learn more about why saving is so important and how to get started on building a nest egg at www.icba.org and www.americasavesweek.org/default.asp.