

Where You Choose to Bank Matters

Community banks make our communities better, stronger

QUINCY, (April 12, 2017)—Where you choose to bank matters. That’s the message that Plumas Bank is sending loud and clear throughout the month of April, which is National Community Banking Month. Consumers have the power to make change happen at the community level by aligning with their community bank and putting their money to work in the neighborhood that they call home.

“Your choice of bank is your vote on where your money goes. If you bank with Plumas Bank, your money is reinvested back into your own community,” remarked Andrew J. Ryback, Plumas Bank president and chief executive officer. He explained, “When you deposit funds in Plumas Bank, that money is redistributed back into the community in the form of loans to residents and entrepreneurs.”

From local farms to craftsmen to startups, banking locally with a community bank, like Plumas Bank, connects you to your community and your neighbors and gives everyone a stake in its financial success. Here are a few reasons why that’s important:

- **Community banks respect the communities they serve by doing right by their clients and community.** Community banks and local communities have symbiotic relationships—one cannot thrive without the other.
- **Community banks are relationship lenders.** They know their customers and understand their financial needs, unlike larger institutions that take a transaction-based approach to banking.
- **Community banks understand and celebrate local economies.** As small businesses themselves, community banks are an unequivocal resource for entrepreneurs looking to launch a local small business.
- **Community banks give back.** Serving local communities is second nature to Plumas Bank. In fact, in the past year, Plumas Bank’s employees have spent more than 1,600 volunteer hours within our communities. In addition, Plumas Bank provided over \$120,000 in cash contributions to community fund-raising activities and sponsored numerous financial literacy and cyber security educational forums.

Ryback concluded, “Plumas Bank is proud to be celebrating Community Banking Month by engaging our clients and local citizens in a local non-profit organization contest. Throughout April, adults over the age of 18 can vote for their favorite non-profit organization from a provided list. The 12 non-profit organization with the most votes, (one at each branch location), will receive a \$250 donation from Plumas Bank. Residents can vote by completing a ballot at their local branch or commenting through Facebook. For more details please visit your local Plumas Bank office or our website, plumasbank.com.

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