



United Way
of York County

FOR IMMEDIATE RELEASE

KENNEBUNK SAVINGS BRINGS HOME ICE CREAM CHALLENGE TROPHY

JANUARY 2, 2018 - KENNEBUNK, ME. Kennebunk Savings won this year's Ice Cream Challenge, a contest to raise awareness and funding for United Way of York County. For the past four years Biddeford Savings, Kennebunk Savings, Saco & Biddeford Savings Institution and SIS Bank have held a friendly competition that encourages participation in Community Campaign. Last year Kennebunk Savings lost the trophy to Biddeford Savings but is excited to win the coveted ice cream scoop trophy in 2018!

According to Bradford C. Paige, Kennebunk Savings President and CEO, "Of course we're really pleased to bring the trophy back to Kennebunk Savings. To win, more than 70% of our employees increased their annual pledge by at least \$25. That means our total contribution to our local United Ways - which includes employee giving and our dollar-for-dollar match - is over \$100,000. The tremendous impact that will have on our community is what we're actually all really proud about!"

The Challenge winner is determined by adding each bank's percentage of participating employees in their United Way campaign with the percentage of employees who increased their donation by \$25 or more over their previous year's pledge. Both percentages are added together and the bank with the largest number wins.

The three other bank Presidents will be responsible for serving ice cream to Kennebunk Savings employees in early 2018.

"We are honored and fortunate to have this partnership with all four community savings banks," says Barb Wentworth, President & CEO of United Way of York County. "It provides a fun way for all to learn about and support the work we do together to improve lives of residents right here in York County."

About United Way of York County

United Way of York County mobilizes people and resources to improve lives. Together we focus on important issues that impact the well-being of children, youth, seniors and families in our community. To learn more about United Way of York County visit www.buildcommunity.org or call 207-985-3359 to learn how you can Give, Advocate or Volunteer.

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Community bank Presidents recently attended Community Campaign Finale, where Kennebunk Savings took home the Ice Cream Challenge Award. From left to right: Blaine Boudreau of SIS Bank, Charles Peterson of Biddeford Savings, Dennis Byrd of Kennebunk Savings, Diane Labrie of Saco & Biddeford Savings Institution, and Barb Wentworth of United Way of York County.