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PRESS RELEASE

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West Shore Bank Recognized by Michigan Bankers Association for Leadership in Financial Education

LUDINGTON, MI – West Shore Bank has received the Michigan Bankers Association (MBA) Financial Literacy Award, marking another year of distinction for the bank’s ongoing commitment to strengthening financial knowledge across the communities it serves— a commitment driven by the time, expertise, and dedication of its staff.

The MBA Financial Literacy Award honors member banks that demonstrate outstanding dedication to advancing financial education through meaningful programs, partnerships, and outreach. West Shore Bank was selected for its wide-ranging efforts to help individuals and families build confidence, skills, and long-term financial security through consistent, staff-led education and community engagement.

“Financial education is the foundation of strong communities,” said Ray Biggs, President and CEO of West Shore Bank. “We believe access to clear, trusted financial guidance empowers people at every stage of life. Our employees take this responsibility personally, volunteering their time and knowledge to meet people where they are. This recognition from the Michigan Bankers Association reflects the passion our team brings to education, outreach, and service throughout our region.”

West Shore Bank’s financial literacy initiatives reach learners of all ages and backgrounds, with a focus on practical, real-world application. Key efforts include:

- **Youth Financial Education:** Delivering the Dave Ramsey *Foundations in Personal Finance* curriculum to more than 1,500 high school students across the bank’s service area, with employees serving as mentors and classroom partners.
- **KickStart to Career:** Supporting early financial wellness by investing in every kindergarten student’s future through employee-led branch tours, classroom visits, and hands-on engagement, while providing families with tools and resources to encourage savings habits from an early age.
- **Community-Centered Education:** Bank leaders and staff regularly volunteer their time to collaborate with local schools, nonprofits, and community partners, sharing financial expertise and serving as trusted, approachable resources.

- **Educational Outreach & Fraud Prevention:** Ongoing campaigns and digital resources focused on fraud awareness, money management, and financial wellness, including a partnership with GreenPath Financial Wellness.

The Michigan Bankers Association annually recognizes banks that demonstrate leadership in equipping their communities with the knowledge needed to make informed financial decisions. West Shore Bank's recognition reflects a culture where financial literacy is not a program, but a shared responsibility embraced by employees across the organization.

To learn more about West Shore Bank's commitment to financial education and community engagement, visit westshorebank.com.

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Founded in 1898, West Shore Bank is here to help make a real difference in your life. Offering valuable banking services and community support, we remain committed to helping the people and businesses in Michigan improve their financial well-being.