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PRESS RELEASE

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WEST SHORE BANK ANNOUNCES COMPREHENSIVE 2026 COMMUNITY IMPACT INITIATIVE ACROSS MASON COUNTY

LUDINGTON, MI – West Shore Bank proudly announces an expansive lineup of more than 20 community-focused initiatives taking place April through November 2026, reinforcing its long-standing commitment to strengthening Mason County through meaningful partnerships, volunteerism, and ongoing investment.

These initiatives span a wide range of community needs—including youth development, food security, financial education, environmental stewardship, and family-friendly engagement—and reflect the Bank’s intentional approach to building lasting relationships with local schools, nonprofits, and community organizations.

“Community involvement isn’t just something we do—it’s part of who we are,” said Christine Lamb, VP, Retail Market Manager. “By consistently showing up and partnering with local organizations, we’re able to create meaningful, long-term impact for the students, families, and communities we serve.”

Spring Community Initiatives

West Shore Bank’s spring efforts focus on education, volunteerism, and immediate community needs:

- **Coin Drive for Sandcastles Children’s Museum (April 24–ongoing):** Supporting critical roof repairs to help preserve this beloved, volunteer-built community resource.
- **Teacher Appreciation Week – Mason County Eastern (May 4–8):** A \$500 contribution to support educators and classroom resources.
- **Ag Night – Mason County Central (May 6):** A celebration of local agriculture featuring family-friendly activities and community connection.
- **Mason County Central Career Fair (May 7):** Connecting students with local career pathways and opportunities.
- **MCC Food Club Volunteer Support (May 11–June 5):** Staff volunteers assist with packing and delivering food bags to area elementary schools.
- **Adult Education Financial Literacy Program (May 13):** Hosted at First Methodist Church of Scottville, offering practical guidance on banking, credit, loans, and smart money management.

- **Random Acts of Kindness Car Wash (May 19):** Supporting the Mason County Conservation District and Hazardous Clean-Up Day efforts.
- **Versiti Blood Drive – Ludington Main Branch (May 26):** Open to the public to support critical blood supply needs.

Summer Engagement & Youth Investment

Summer initiatives emphasize youth enrichment, accessibility, and community celebration:

- **Love Ludington Block Party (June 6):** Visit West Shore Bank’s booth during this vibrant downtown event featuring live music, family activities, and local vendors.
- **906 Adventure Team (June 9 – August 18)** West Shore Bank proudly supports the 906 Adventure Team and its mission to inspire youth through outdoor adventure, teamwork, and personal growth. By sponsoring the Ludington team, the bank helps local students build confidence, leadership, and healthy habits while exploring Michigan’s outdoors. The program is open to ages 5–17 and meets Tuesdays from 6–8 p.m., June 9–August 18.
- **Ludington Gus Macker Tournament (June 19–21):** Proud sponsor of this signature community basketball event.
- **U Dig It Community Gardens Youth Camp:** Sponsored hands-on outdoor learning experience for youth ages 9–12, held weekly through July 23 (space is limited).
- **WSCC College for Kids Transportation Sponsorship:** Funding Dial-A-Ride services to ensure students can access full-day summer programming.
- **Independence Day Parade (July 4):** Celebrating community pride and tradition.
- **Lakeshore Pyratehead Buccaneer Bash (July 18):** West Shore Bank is proud to sponsor the Lakeshore Pyrateheads’ annual bash — a family-friendly event featuring music by Jacki Daniels and Two Dudes in Flip Flops, auction items, a costume contest, food, and ice cream. Entry is \$5; kids 12 and under are free. All proceeds support the Alzheimer’s Association.
- **Backpack Drive (August 29):** In partnership with the Shaw family, West Shore Bank will match up to 140 backpacks, doubling support for local students in need.

Fall & Ongoing Community Support

Throughout the fall and beyond, the Bank continues to invest in long-term well-being and community stability:

- **Spirit of Giving Canned Food Drive:** Supporting the Lakeshore Food Club and addressing local food insecurity.
- **Monthly Volunteer Support – Lakeshore Food Club:** Ongoing staff engagement in pantry operations.
- **Financial Reality Fairs (October):** Interactive, age-appropriate financial literacy programs for elementary and middle school students.
- **Aglow on the Avenue (November 28):** Free carriage rides benefiting Hand2Hand, combining holiday celebration with charitable giving.

Many of these initiatives are intentionally aligned, bringing together West Shore Bank, schools, nonprofit partners, and community organizations to support shared priorities throughout the year through coordinated education, service, and volunteer efforts.

“As a community bank, our role extends far beyond financial services,” Lamb added. “We are deeply committed to strengthening the communities we serve by investing time, resources, and care where it matters most.”

For more information about community events, volunteer opportunities, or partnerships, visit <http://www.westshorebank.com> or follow the bank on social media.

About West Shore Bank

Founded in 1898, West Shore Bank is dedicated to making a meaningful difference in the lives of the individuals and businesses it serves. Through trusted financial services and strong community support, West Shore Bank remains committed to helping Michigan communities grow and thrive.

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