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PRESS RELEASE

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WEST SHORE BANK ANNOUNCES SUCCESSFUL 2025 UNITED WAY EMPLOYEE CAMPAIGN AND UNVEILS NEW VISION FOR 2026

LUDINGTON, MI – West Shore Bank is proud to announce the successful completion of its 2025 United Way Employee Campaign, made possible through the generosity, teamwork, and enthusiasm of employees across all branches and departments. This year’s collective efforts resulted in **\$13,766.23** raised to support critical community needs across multiple counties.

The funds were distributed to the following United Way chapters:

- **United Way of Mason County** (Scottville, East, Main): **\$8,005.13**
- **United Way of the Lakeshore** (Oceana, Muskegon): **\$1,866.00**
- **United Way of Southeastern Michigan** (Dearborn): **\$1,470.10**
- **United Way of Northwest Michigan** (Traverse City): **\$1,278.00**
- **United Way of Manistee County** (Manistee, Onkama, Frankfort): **\$1,147.00**

“Your generosity made this campaign not only successful, but truly rewarding,” said Debra Kinnaird, WSB United Way Employee Campaign Chair. “These contributions directly support essential programs and services that strengthen our communities and provide real impact where it’s needed most.”

Looking Ahead: A Fresh Approach for 2026

On the heels of this year’s achievement, the 2026 United Way Campaign Committee has already convened and is excited to introduce a new, year-round approach to employee fundraising. Rather than concentrating on all events during the busy holiday season, West Shore Bank plans to expand, giving opportunities throughout the entire year, creating more flexibility, engagement, and impact across all regions we serve.

Recognition and Appreciation

West Shore Bank extends its heartfelt gratitude to the many branch and department committee chairs whose leadership, creativity, and dedication helped make the 2025 United Way Employee Campaign such a success. Their commitment to organizing activities, encouraging participation, and championing the spirit of giving played a vital role in uniting our teams and strengthening our impact throughout the communities we serve.

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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.