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## PRESS RELEASE

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**For Immediate Release**  
**April 8, 2025**

### **WEST SHORE BANK HONORED WITH MICHIGAN BANKERS ASSOCIATION FINANCIAL LITERACY AWARD**

LUDINGTON, MI – West Shore Bank is proud to announce that it has been awarded the Financial Literacy Award by the Michigan Bankers Association (MBA) for a 2<sup>nd</sup> consecutive year. This accolade recognizes the bank's unwavering commitment to enhancing financial literacy within the communities it serves.

The MBA Financial Literacy Award is presented annually to member banks that demonstrate exceptional dedication to financial education. West Shore Bank's innovative programs and initiatives have empowered individuals and businesses to make informed financial decisions, contributing to the overall economic well-being of families and businesses all along the lakeshore.



*Jeremy Holmes, Chief Operating Officer at West Shore Bank accepts the MBA Financial Literacy Award at the MBA Best Conference, April 8, 2025.*

"We are deeply honored to again receive this recognition from the Michigan Bankers Association," said Ray Biggs, President and CEO at West Shore Bank. "At West Shore Bank, we are passionately committed to empowering our communities through financial education and literacy. This award reaffirms our dedication to making financial knowledge accessible and impactful for all."

West Shore Bank's financial literacy initiatives include:

- **Youth Financial Education Programs:** Empowered 1,500+ high school students in Ludington and Manistee with the Dave Ramsey Foundations in Personal Finance curriculum, expanding to Onkama and Scottville in 2025.
- **KickStart to Career: Investing in Young Futures:** Investing \$10 into every kindergarten student's future, impacting 300 young lives annually while fostering early savings habits and financial literacy for families through the Mason County KickStart to Career program.

- **Building Financial Leaders Through Education:** Branch managers and officers collaborate with local educators, sharing financial expertise with all audiences and demographics while serving as trusted community role models.
- **Enhancing Financial Knowledge Through Marketing:** Ongoing marketing efforts to drive financial literacy through educational content, campaigns, digital resources for fraud prevention, and a partnership with GreenPath Financial Wellness.

The MBA's recognition of West Shore Bank aligns with its mission to support member banks in their efforts to promote financial literacy. The association acknowledges the hard work and dedication of banks that provide valuable financial education to their customers and communities.

Click [here](#) to learn more about West Shore Bank or more about [fraud prevention and alerts](#).

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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.*