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Contact: Lori Versalle
231-780-1856
Email: lversalle@communityshores.com
Website: <https://communityshores.com/>

Community Shores Bank Celebrates 20 Years of Serving the Lakeshore with New Customer-Focused Rewards Checking Program

Muskegon, MI — August 23, 2019 Community Shores Bank has unveiled a new Rewards Checking program, adding to their breadth of products and services available for customers.

The new program offers 3.25% APY for balances of up to \$25,000, and .15% APY on balances greater than \$25,000. It also provides a refund of up to \$10 in US Nationwide ATM surcharges per statement cycle.

“It’s always been important to us to stay on top of and understand the changing needs of this community we all live in and love,” stated Lori Versalle, Senior Vice President and Branch Administrator for Community Shores Bank. She added, “As with everything we do, our new Rewards Checking program was created with our customers in mind.”

To take advantage of the program, the requirements during each statement cycle include signing up for estatements and going paperless, accessing online banking at least once, keeping the account open and making a minimum of 15 debit card transactions.



Said Versalle, “We wanted to make it as easy as possible for our customers to take part in and benefit from the program.”

The release of the new Rewards Checking program coincides with the local bank’s 20 year anniversary, to be celebrated with a community-wide picnic.

“We’re excited to not only offer this new program for our customers, but also celebrate our local roots with them - we’re as local as it gets!” exclaimed Versalle.

Not only has Community Shores Bank been here for 20 years, so have many of their staff members whose experience and reputation for exceptional customer service has earned them invaluable trust.

“Our customers are also our neighbors,” stated Versalle. “They depend on us and it’s important to us that we are there for them. That’s a big reason why we’re so invested in the community and all the people and businesses here. We live here too and take pride in helping the community grow.”

Versalle shared that people may not realize banking with them means they are contributing to helping the community thrive as well, stating, “Because we are truly locally-based - not just a local branch - when you bank with us, your money goes back into our own local community, and essentially back to you. Together we are helping the community grow and that’s always been a great source of pride for us.”

You can learn more about Community Shores Bank and their new Rewards Checking program by visiting communityshoresbank.com.
Community Shores Bank. Locally Grown. Member FDIC. Equal Housing Lender.

About Community Shores Bank

Community Shores Bank is the only independent community bank with headquarters in Muskegon, Michigan. The bank opened for business in January 1999 and serves businesses and consumers in the western Michigan counties of Muskegon and Ottawa from four local branch offices.

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