



## PRESS RELEASE

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### **PREMIER BANK ANNOUNCES PARTICIPATION IN AMERICA SAVES WEEK**

**LENEXA, KS** – Premier Bank today announced participation in America Saves Week. Premier Bank has set a goal of opening 50 savings accounts during the week of February 20-27, 2011. The bank encourages youth to start saving by opening a Minor Savings Account that has no minimum balance requirement and no service charge, plus the Bank will even contribute the first \$10 in the savings account.

Most Americans do not have adequate savings to meet major emergencies, let alone accumulate enough savings for retirement. America Saves Week was started in 2001 to encourage non-saving Americans to save through a social marketing approach. About 1,800 organizations in over 50 local areas participate in America Saves, and have successfully encouraged and assisted hundreds of thousands of savers.

Premier Bank is helping to encourage savings by offering several savings options including, Regular Savings Accounts with Automatic Transfers or Direct Deposits to Savings Accounts, Minor Savings Accounts, Health Savings Accounts, and IRA Accounts.

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North Kansas City, MO • (816) 452-4433 • Fax (816) 452-5266

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[www.premier-bk.com](http://www.premier-bk.com)



Premier Bank has 5 locations in Kansas City Metro area. The bank is a member of the Sturm Financial Group (SFG) consisting of 42 community banking centers located in Kansas, Missouri, Colorado, and Wyoming. SFG maintains financial strength embodied in approximately \$2 billion in assets. The Banking Centers proudly deliver personalized, responsive service to their customers and offer a full line of financial services for personal and business needs, e-Services for online and mobile banking, Cash Management and Loans for Commercial, Small Business, and Consumer needs.

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