



## NEWS RELEASE

October 2, 2012

### ***A Pink Car...Pink Lights...and Pink Carnations... Local Bank Goes “Pink” In the Fight Against Breast Cancer***

Rockford, IL — While the fall season is usually associated with many different shades of red, orange and brown, pink will be the color of choice for Riverside Community Bank. That’s because October marks the beginning of the bank’s Pink Ribbon Campaign to fight breast cancer.

Riverside’s Vice President of Retail Sales Gina Caruana is going where no employee has gone before; she’s decorating her personal car and dubbing it, “the Pink Streak” to show support for the cause. Her car will be fully wrapped in pink ribbon graphics, and Caruana will drive it around Rockford to increase awareness for the effort. “This is my own personal car and it’s my way of showing support for the fight against breast cancer,” said Caruana. “The bank is behind this effort 100 percent and so am I.”

Another highly visible display of Riverside’s commitment to Breast Cancer Awareness Month will be seen at every Riverside location as they are bathed in pink lights at night for the entire month of October.

The bank’s Pink Ribbon Debit Card continues to be another testament to the financial institution’s dedication to the cause. The Pink Debit Card program was launched this spring and proven to be a big success. A portion of the fees collected benefit the Crusader Community Health Women’s Center, where women can receive clinical breast exams and preventative care at an affordable cost.

Other major Pink Ribbon Campaign Events courtesy of Riverside Community Bank include:

- Open a Checking Account and Get A Free Pink Ribbon T-Shirt
- Pink Carnation Day for customers at all bank locations-October 5<sup>th</sup>
- Making Strides Against Breast Cancer Walk-October 20<sup>th</sup>

- Pink Ribbon Car Magnets Given Away –October 13<sup>th</sup>
- Pink Cookies at Branch Lobbies during the month
- Pink Ribbon Debit Cards Available

Studies show that an estimated one in eight women will be diagnosed with breast cancer. More than 200,000 will be diagnosed this year. The good news is that when breast cancer is detected in the early, localized stage, the 5-year survival rate is 98 percent. Riverside Community Bank is committed to doing its part to fight this disease, raise funds to help in developing a cure and helping to increase the public's awareness about breast cancer.

# # #

[Riverside Community Bank](#) is a member of Heartland Financial USA, Inc. Riverside Community Bank has assets of \$358 million with four banking centers and an extensive ATM network, many in Road Ranger convenience stores throughout the Northern Illinois area. The bank offers a wide array of credit services, wealth management, investment services and deposit accounts, all with a focus on personal service. Member FDIC. Equal Housing Lender. [www.riversidecommunity.com](http://www.riversidecommunity.com).