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## **Hudson Savings and Westborough Bank merge to form Avidia**

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Hudson Savings Bank and Westborough Bank have merged to become Avidia Bank, according to Mark O'Connell, president and CEO of Hudson Savings Bank.

BrandEquity of Newton created both the new name and logo to enhance the image of the newly formed bank, according to Ted Selame, president of BrandEquity.

Hudson Savings Bank and Westborough Bank were both organized in 1869.Â This merger will create a community bank with expanded products and services.Â The new organization, has assets of \$1 billion with branches in Hudson, Westborough, Marlborough, Shrewsbury, Northborough, Clinton and Leominster. Â

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