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Citizens~Union Savings Bank officially becomes BayCoast Bank

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It was a long time in coming, but it is now official. Citizens~Union Savings Bank is now BayCoast Bank. Citizens~Union Savings Bank formally adopted its new name, BayCoast Bank, over the weekend of January 14 and 15.

Bank CEO Nicholas Christ termed the process an opportunity to re-brand and re-shape its presence in the South Coast community following the merger that brought the four-branch Bank of Fall River under their umbrella. In advertisements that began in August, the message is "Joining together to create the bank that's just right for you."

Christ said, "The decision to change our name was not made lightly. After all, we are a 160 year old bank."

Christ said that the new name better reflects the geographic region that the bank serves. Leading up to the new name, the Bank of Fall River branches that became part of Citizens~Union through the merger changed their name to Citizens~Union Savings Bank.

Christ said that the new name will also eliminate some of the market confusion with banks that share part of their name. "Our new name will clearly establish us in this market and help us promote the bank and this region that we call home," he said.

Christ notes, he wants people to understand that this is a name change and not an acquisition by another entity. "This is still the same bank that has served this region for many years," he said. "In our industry, sometimes when people see a name change, they think acquisition. We are not merging with a larger entity or selling the bank. We will be the same bank, with the same people, but a different name."

About BayCoast Bank

BayCoast Bank, formerly Citizens~Union Savings Bank, is a mutually-owned savings bank which was chartered in 1851. Currently, the Bank serves southeastern Massachusetts and Rhode Island, with locations in Fall River, New Bedford, Seekonk, Somerset, Swansea, North Dighton, Fairhaven, and Tiverton, RI. BayCoast Bank offers a wide range of financial services including investment management, trust services, and insurance and brokerage services to consumers and businesses. Its affiliates include BayCoast Financial Services, offering stocks, bonds, mutual funds, annuities and college savings plans; and Partners Insurance Group, LLC, an independent agency representing several insurance companies that provide automobile, home, life and business coverage. Nicholas Christ is the Bank's President and Chief Executive Officer. Main headquarters are at 4 South Main Street, Fall River, MA 02721. For additional information on the Bank or its services, please visit www.BayCoastBank.com or call 508-678-7641.

Photo caption: The changeover of signs shows the transition from Citizens~Union Savings Bank to BayCoast Bank.

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