



CELEBRATING
50 YEARS

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Florence Bank celebrated opening of its new location in Hadley, Mass.

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Florence Bank, a mutually-owned savings bank serving the Pioneer Valley through 9 branch locations, celebrated the opening of its new 3,150 s/f location at 377 Russell St., with local and state officials, and more than 100 customers, friends and well-wishers.

Florence Bank CEO John Heaps, Jr. and bank officials were joined by Massachusetts state senator majority leader Stan Rosenberg, state representative John Scibak, town of Hadley town administrator David Nixon, and Amherst chamber executive director Don Courtemanche, along with customers, friends and supporters who turned out to welcome the bank to its new home.

Representative Scibak and senator Rosenberg presented Heaps with a proclamation from the Massachusetts legislature commending Florence Bank on its continued service to the region and its new branch.

In addition to the ribbon-cutting, bank officials officially dedicated their new tractor weathervane, which sits atop the new building, to the Devine family of Hadley. John Devine, who was a lifelong farmer and a member of the town's planning board, was instrumental in recommending that the bank consider a cupola and weathervane as part of the new building's design. Bank officials wanted to do something to honor the memory of Devine, who passed away unexpectedly a year ago. Florence Bank senior vice president Sharon Rogalski presented a replica of the weathervane to John Devine, Jr., who accepted the gift on behalf of his family.

The dedication took place amidst the backdrop of a festive atmosphere which included a live remote from 93.9 The River, live performances from the Bank's "Always" dancers, face painting and balloon animals for the kids.

The opening of this branch culminates a construction project that began in the spring. The Bank's new home is only a few doors down from where it has been serving the town for nearly twenty years. Amenities and features of the new, 3,150 s/f branch include:

- * Direct access from Rte. 9;
- * Full-service teller line with state-of-the-art technology for quick cash handling;
- * Walk-up and drive-up ATMs with Smart technology for easy depositing;
- * Three drive-up lanes including a drive-up ATM;
- * Expanded private offices and a private conference room;
- * Energy efficient building to minimize the carbon footprint; and
- * Comfortable waiting area with a coffee bar and free WIFI.

Toby Daniels, vice president and branch manager of the Hadley branch, will continue in that role in the new location.

John Heaps, Jr., president and CEO of Florence Bank, said, "Hadley has been our home for nearly twenty years. We are especially pleased to renew our commitment to this community with our new

location. We thank our many customers and friends for their ongoing support and look forward to serving everyone for years to come."

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