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East Cambridge Savings Bank earns honorable mention in Ragan PR Daily Awards

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Cambridge, MA East Cambridge Savings Bank has been named an honorable mention recipient of Ragan's PR Daily Awards in the corporate communication campaign and integrated public relations and marketing categories.

East Cambridge Savings Bank was chosen from a wide pool of entries to receive honorable mention recognitions for their "Benefits of a Mutual Bank" campaign, a multi-channel digital campaign to educate customers and the public about the benefits of doing business with a mutually held savings bank. The bank employed a wide variety of media to achieve its desired reach and impact. The cornerstone of the campaign was an interview with the bank's president and chief executive officer Gilda Nogueira, who spoke of the benefits of a mutual bank and the bank's longstanding commitment to the communities and customers it serves. Nogueira also shared her own unique story and 45-year career with the organization.

Ragan's PR Daily Awards celebrates the top communications campaigns, events, initiatives, publications and more that were instrumental in the success of organizations and clients.

"The founders of mutual banks did so simply to serve local community. East Cambridge Savings Bank has been a financial partner since 1854, and to this day we still work with local residents on a first name basis and serve their needs as they need them served," said Nogueira. "We know the benefits of a local, mutual bank, and thought it was a worthy story to underscore with current customers and share with the public who may not be as familiar with the mutual banking model. It is an exciting honor for our bank to be recognized alongside nationally recognized brands."

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