



**For Immediate Release**

***For more information, please contact:***

Tracey Carlson, Badger Bank

Phone: (920) 563-2478

## **Badger Bank Builds Relationships**

**FORT ATKINSON– (For Immediate Release) –** The quintessential ingredient that makes community banking special, is our relationships, and it has never been more apparent then over the past several months. The bank has been open for business and ready to serve in an hour of need. It is what we have always done at Badger Bank where our focus exclusively remains on delivering the products and services our customers want, while our local roots and accountability ensure our interests remain tied to our neighbors here in south central Wisconsin.

At Bader Bank, we work with our customers to help them realize their financial dreams, whether opening a business, purchasing a home, or planning for retirement. And we nurture our community by donating time and money to important causes and contributing tax dollars that help maintain local municipalities—all of which helps keep local neighborhoods viable and vibrant.

April represents ICBA Community Banking Month which puts a spotlight on community banks and their role in fostering economic wellbeing and meeting the financial needs of our consumers and local communities. Badger Bank works hard to stay attuned to the needs of the community and relevant to our customers by remaining on their corner and in their corner.

To coincide with Community Banking Month, Badger Bank recognizes the countless organizations who deserve recognition for all their service and determination to improve our communities. Of these great groups are our First Responders, police officers, fire fighters and Emergency Medical Services Staff, were selected this year. Badger Bank celebrated the truly heroic first responders of Fort Atkinson, Cambridge, Johnson Creek and Jefferson with care packages filled with essentials and special treats.

“Badger Bank realizes the sacrifices our first responders make daily, especially during the COVID-19 pandemic.” Steve Dehnert, President and CEO of Badger Bank states, “We are proud to show our deep appreciation for our front-line responder’s service and sacrifice.”

Badger Bank packed and delivered 250 care packages to Police, Fire and EMS departments in our communities. Dan Hefty, Police Officer for City of Fort Atkinson Police Department said, “Thank you

Badger bank for the wonderful gift bags! The people here truly appreciate your support. It is a nice reminder there are people in the community who appreciate us and what we do for a profession."



Pictured: Fort Atkinson Police Department – Left: Ann Herdendorf, SVP, Senior Trust Officer, Badger Bank, Officer Walters and Officer Davis of FAPD, Tracey Carlson, Marketing Coordinator and Danee Pryce of Badger Bank.

This dedication to creating healthy, strong communities has helped the community banking industry flourish and maintained our well-earned reputation as true relationship lenders. And when our employees contribute to community wellbeing, we are working toward our goal to ensure economic prosperity for the community we call home.

In an era where bigger is not always better, high-tech does not necessarily equate to high touch, and what we think of as “normal” is in flux we at Badger Bank pledge to never lose sight of the all-important “relationship” and the personalized service our customers expect. It has been integral to our success for 136 years and is how we will continue to build a legacy that endures.

\* \* \*

#### *About Badger Bank*

Badger Bank, locally owned and operated for over 130 years, continues as Southcentral Wisconsin’s premier community bank - offering a full suite of personal, small business and commercial banking solutions with industry-leading mobile, online and in-branch products and services. Badger Bank remains dedicated to the communities they serve- Working Together, Achieving Success. Member FDIC, Equal Housing Lender. For more information, visit [BadgerBank.bank](http://BadgerBank.bank).

###



Fort Atkinson Fire Department



Cambridge Fire and EMS Department



Jefferson Police Department



Jefferson Fire and EMS Department





Johnson Creek Police Department



Johnson Creek Fire and EMS Department