



**For Immediate Release**

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## **Town & Country Bank Launches Women's Banking Group**

*ST. GEORGE, UT*—Town & Country Bank has announced the formation of its Women's Banking Group. The unit offers banking solutions targeted for women business owners, and is headed by Vice President Wendy Holt. As with other differentiated concepts advanced by Town & Country, the Women's Banking Group addresses an identifiable need within the community. U.S. Census Bureau data indicates that 22% of all Washington County businesses are women-owned.

“We were hearing from women business owners who were wishing that a local, community bank could help them with their unique circumstances,” says Holt. “So, we studied the opportunity and organized external focus groups to learn how Town & Country might respond. Seeing that women business owners were underserved by financial institutions in Southern Utah, we developed a robust set of dedicated banking products and services for this growing market.”



Wendy Holt

Women's Banking products and services include a free “no minimum balance” business account, a micro business line of credit, free business courier, use of Town & Country's board room, a free safe deposit box and more. The bank also plans to co-sponsor various women's interest events, and donate funds to women-oriented programs. In launching the initiative, Town & Country is hosting a “Women's Banking Party” at the bank on August 23rd at 4PM.

Two and a half year-old Town & Country Bank has assets of \$66 million and reports strong growth and a healthy loan portfolio.

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