



FOR IMMEDIATE RELEASE
March 29, 2016

Town & Country Bank wins international web advertising award

ST. GEORGE, UT—The Web Marketing Association has named locally-based Town & Country Bank as recipient of its 2016 Internet Advertising Competition “Best Online Newsletter” award. The bank was among 14 international winners for outstanding achievement in various aspects of online advertising. Other 2016 winners included Toyota, USA Network and Western Union, to name a few.

According to the association, the bank’s newsletter, *The Town Crier*, “showcase(s) the prodigious amount of work being done by the single-office bank and its staff within the community, convey(s) the strengths of one of the perpetually best-performing banks in the nation (in order to retain and secure new business), set(s) the bank apart from competitors, and provide(s) other information. The fact that the newsletter is one of the first items seen on the bank's home page serves as a unique marketing tool. We are not aware of other banks that use such placement.”

The Web Marketing Association was established in 1997 to help set a high standard for internet marketing and corporate web development on the World Wide Web. Awards have been a mainstay of the association since 1999.

Award winners tend to be creative ad agencies representing large scale clients. *The Town Crier* is edited entirely by Town & Country Bank on a bi-monthly basis, with content, photos and images sent for formatting to Image Thirteen, a St. George firm specializing in graphic design.

FOR FURTHER INFORMATION, CONTACT:
Elsa Picklesimer (435) 673-1150
elsap@tcbankutah.com

Member
FDIC

