

CONTACT: [Name 1]
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[Bank Phone
Number]

FOR IMMEDIATE RELEASE
[Date]

[Bank Name] Offers Affordable Credit in Tough Economic Times

As Wall Street excesses cause a credit crunch, your hometown bank [bank name] remains a trusted provider for your credit needs.

With large, national credit card issuers raising interest rates and fees to recoup losses, limiting reward programs, and slashing credit lines, consumers are in dire need for a viable alternative. You can get a [bank name] Visa [and/or MasterCard] at [rate] APR, with [\$ number] annual fee while reaping the benefit of a rewards program that recognizes your continued patronage.

“Because we’re locally owned and operated, our success is tied to yours,” says [bank executive name and title] [bank name]. “We don’t gouge our customers with excessive fees and we never engage in deceptive credit card practices that would jeopardize the total relationship.”

“I switched to the [bank name] [Visa/ MasterCard] after my credit card company raised my rate,” says [customer name]. “[Bank name] offered to roll over my balance to my new [bank name] card, and I immediately saw a savings in finance charges.”

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