

# Media Release



## **Bank of Ann Arbor Honors Area Vets – Announces Four Initiatives**

*Ann Arbor, Michigan, November 6, 2015* – Bank of Ann Arbor is pleased to announce four initiatives aimed at honoring and thanking our troops.

Walt Byers, Bank of Ann Arbor Saline District President, will be traveling to Guam (Navy), Kadena Air Base (Air Force), Iwakuni (Marines), and Pearl Harbor. During his trip, he will be visiting local troops, including Ethan Miller from Ypsilanti Township, Glenn Bruneau from Clinton, Cole Hatch from Dexter and several Michigan military families based at Pearl Harbor. The goal is to not only say ‘Thank You’ to the troops, but to bring a little bit of home to each of them. The trip will be co-hosted by Bubba from W4 Country and will be broadcast live on the W4 morning show as well as having a significant social media presence so that our communities can follow and share with their friends. “I am honored, humbled, and excited to go on this trip,” said Walt Byers. “Knowing that I can personally say thank you to our troops, and bring messages to and from their homes is very special. I can’t wait to meet them and learn more about what they do and how they are doing.”

Bank of Ann Arbor will also support Veterans by participating in the National Campaign: “Greenlight A Vet.” The color green is significant because it represents hope and renewal. Additionally, the term greenlight is often used to show forward movement. The goal of the campaign is to show our Veterans that the community supports them. Our Stadium and Saline branches will be illuminated in green lights from November 10<sup>th</sup> through the early morning of November 12<sup>th</sup> as a symbol of appreciation and support.

Earlier in 2015, BOAA hired a dedicated financial literacy expert, Lou Morse. Lou has been working in the field of financial literacy for many years and brings her expertise with workshops, lunch-and-learn presentations, and hands-on programs to the Washtenaw county area. Her unique approach blends real-life experience with people of all ages while offering basic understanding of financial principles. Morse will feature custom programs for military families, troops, and veterans based on the needs of each group.

Lastly, Bank of Ann Arbor has asked employees to share their own military service stories either from personal experience or from a family member. Employees have provided names, photos, and memories, which we will share, via our social media networks, on November 11<sup>th</sup>. Each hour, BOAA will showcase a message related to an employee with sincere thanks from the bank.

### About Bank of Ann Arbor

*Bank of Ann Arbor is a locally owned and operated bank with total assets and assets under management of over \$2 billion, serving people and businesses in Southeast Michigan with offices at the corner of Fifth Avenue and Washington Street in downtown Ann Arbor, in the Traver Village Shopping Center, at the corner of Stadium and Liberty streets, on West Ellsworth Road in Pittsfield Township, on West Michigan Avenue in downtown Ypsilanti, in Plymouth on Ann Arbor Road and on East Michigan Avenue in downtown Saline. UniFi Equipment Finance, a wholly owned subsidiary of the bank and headquartered in Ann Arbor, is a well-established company with a national presence in the small ticket leasing space. UniFi has funded more than 85,000 transactions, totaling over \$1 billion. [www.boaa.com](http://www.boaa.com) / [www.unifidgedge.com](http://www.unifidgedge.com) Visit us on Facebook, Twitter, and LinkedIn. ###*