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FOR IMMEDIATE RELEASE

**WISCONSIN BANK & TRUST PRESENTS DONATION
TO MADISON-BASED
BREAST CANCER RECOVERY FOUNDATION, INC.**

**“Pink Ribbon Debit Card” Charity Partnership
Results in \$2,800 Donation in Program’s First Seven Months**

Presentation held March 27 at WB&T’s Madison Office

Madison, WI, March 27, 2013—Today [Wisconsin Bank & Trust](#) presented a donation to Madison-based Breast Cancer Recovery Foundation, Inc. made possible by almost 115,000 individual swipes of the bank’s “Pink Ribbon Debit Card” during 2012. Gail Riedasch, Executive Director of Breast Cancer Recovery Foundation, accepted the donation on behalf of the non-profit organization at an event held at Wisconsin Bank & Trust’s main office at 8240 Mineral Point Road in Madison.

“We are amazed at how quickly the Pink Ribbon Debit Card program took off after its launch last spring,” said Jeff Boudreau, Vice President and Retail Sales Manager at Wisconsin Bank & Trust. “The program allows our checking account holders to ‘Take a Swipe at Breast Cancer’ right here in our community. This is a grass roots effort that is gaining momentum. We look forward to more people stepping up to help women breast cancer survivors heal emotionally in the coming year.”



Wisconsin Bank & Trust employees present the donation to Gail Riedasch, Executive Director of Breast Cancer Recovery Foundation of Madison

The Pink Ribbon Debit Card program began on May 1, 2012 and has since expanded to 1,363 cardholders who collectively made 114,693 transactions through December 31. Every swipe of a Pink Ribbon Debit Card generates a donation of 2.5 cents to Breast Cancer Recovery, whose mission is to provide environments for women breast cancer survivors to heal emotionally.

Gail Riedasch of Breast Cancer Recovery said, “All of us at Breast Cancer Recovery are excited about the partnership with Wisconsin Bank and Trust. The staff and Board of Directors extend our thanks to Wisconsin Bank & Trust’s customers for helping support our programs. These dollars go directly to helping meet the needs of women in our community.”

Wisconsin Bank & Trust’s program is part of a larger effort organized by parent company Heartland Financial USA to support breast cancer charities. Across the company more than \$26,678 was raised in just seven short months through Pink Ribbon Debit Card programs at Wisconsin Bank & Trust and its sister banks in other states.

The Pink Ribbon Debit Card is free and available with all Wisconsin Bank & Trust personal checking accounts. Current Wisconsin Bank & Trust customers interested in joining the Pink Ribbon Debit Card program can visit any branch or www.wisconsinbankandtrust.com for more information.

About Breast Cancer Recovery

Breast Cancer Recovery’s flagship program Infinite Boundaries® retreats are based on the belief that the journey to recovery and healing involves the whole woman, mind and body. Retreats are designed to help women find inner strength and experience the hope needed to live each day beyond the boundaries of breast cancer. Survivors have the opportunity to discuss the issues surrounding their breast cancer, gather information and experience and enjoy the company of new-found “sisters” in healing environments. Special care is taken in choosing scenic, natural settings because we believe that healing can be found in nature.

About Wisconsin Bank & Trust

Wisconsin Bank & Trust (WB&T) is a community bank with assets of \$670 million serving customers in the Madison, Monroe, Green Bay, Sheboygan and southwest areas of Wisconsin. The bank operates ten branch offices, all located in Wisconsin, and is a subsidiary of Heartland Financial USA, Inc. WB&T is a member of the Federal Deposit Insurance Corporation and an Equal Housing Lender. Learn more at www.wisconsinbankandtrust.com.

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