



**For Immediate Release**

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## **Local Bank Takes Swipe At Breast Cancer**

MADISON, Wis. — Wisconsin Community Bank (WCB) is offering new and existing customers an opportunity to help women with breast cancer in the area. The bank is rolling out its new and exclusive Pink Ribbon Debit Card. Every time a customer uses the card to make a purchase, WCB will make a contribution to Breast Cancer Recovery Foundation in Madison.

“We’re really looking forward to our partnership with Wisconsin Community Bank in this effort,” said Nina Miller, managing director of the organization. “We don’t get funding from the government. We are a small, grass-roots non-profit, and rely on the generosity of donors and contributors.”

Pink Ribbon Debit Cards are free and available with all WCB personal checking accounts. For each swipe, the bank makes a contribution at no cost to the customer. In a sense, customers can help raise funds locally to help women with breast cancer in the area. The success of the program is literally in the hands of the customer, according to Thomas J. Wilkinson, CEO of Wisconsin Community Bank.

“Every time they swipe the card, we all take a swipe against a deadly disease right here at home, a disease that has likely touched everyone in some way,” Wilkinson said.

Breast Cancer Recovery Foundation serves women who have been diagnosed with breast cancer and have either completed their treatment or are currently in treatment. Among its services are Infinite Boundaries Retreats, which are four-day wellness retreats as well as more specialized retreats for women who have advanced disease or metastatic breast

cancer. The organization also provides educational offerings and an annual conference for breast cancer survivors, their friends, family and loved ones.

“More than 600 people are diagnosed with breast cancer each year here in Dane County and we can expect about 125 deaths each year in the county, as well,” Miller said. “This is a very real disease for us.”

**PHOTO OPPORTUNITY:** Wisconsin Community Bank employees will be wearing pink ties and pink scarves on Wednesday, May 9, as part of the campaign kick off.

**About Wisconsin Community Bank**

Wisconsin Community Bank, a member of [Heartland Financial USA, Inc.](#), operates offices in Fitchburg, Cottage Grove, Madison, Middleton and Monroe with assets of more than \$492 million. The bank offers a unique composition of credit and deposit services. Visit [www.thewcb.com](http://www.thewcb.com) or call 608.203.1200 to learn more. Wisconsin Community Bank is a member of FDIC and an Equal Housing Lender.

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