

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**CASSIE KELLEY JOINS BRATTLEBORO SAVINGS & LOAN**

Brattleboro, Vermont – June 14, 2018 – Cassie Kelley has joined Brattleboro Savings & Loan as its Marketing Director, bringing with her over twenty-four years of Marketing and Graphic Design experience to this role. Her prior experience at Pannos Marketing, a marketing agency specializing in banks, will compliment her new role at BS&L.

This marketing role has responsibility for the development and implementation of brand strategy and messaging; including campaigns, events, digital marketing and public relations.

“We are delighted to welcome Cassie to our community bank” said Dan Yates, President and CEO of Brattleboro Savings. “Her many years of experience in this field, including her focus on bank marketing, as well as her understanding of the importance of our relationship with our communities will be invaluable to us.”

**About Brattleboro Savings & Loan**

Brattleboro Savings & Loan originally opened for business in 1912 as the Brattleboro Cooperative Savings & Loan Association. Today, as a state-chartered mutual savings bank, BS&L is the only remaining bank headquartered in Windham County. The bank operates 3 banking offices; two, including its main office, in Brattleboro, and a new branch located in Wilmington. BS&L also operates a mortgage lending office in West Dover. In addition to a full complement of business and consumer financial services, the bank offers investment advisory and wealth management services through its Park Place Financial Advisors division.

Additional information on BS&L is available at [www.brattbank.com](http://www.brattbank.com).

**Contact:**

Daniel C. Yates, President and CEO  
221 Main Street  
Brattleboro, Vermont 05301  
(802) 275-3910  
[dyates@brattbank.com](mailto:dyates@brattbank.com)