



## **The Dime Bank Celebrates 12 Months of Giving**

HONESDALE, PA. / November 6, 2017 — The Dime Bank is further connecting with community by introducing a 12 Months of Giving social campaign on its Facebook page. Every month for 12 months, The Dime Bank will give away a gift to a Facebook follower who engages with the bank’s social campaign.

The Dime Bank is inviting the community to like its Facebook page. When followers visit their page from November 2017 through October 2018 a new gift for the month will be announced. As users engage on the post and respond to The Dime Bank’s monthly campaign with a like, reaction, or comment they will automatically be entered to win the gift of the month. The bank is giving away 12 gifts over the course of this period. Users can respond every month, but the same person can’t win more than once. View official rules here – <https://www.facebook.com/notes/the-dime-bank/official-rules-for-12-months-of-giving-social-campaign/1506651392744419/>

The Dime Bank officials are using this social campaign as a platform to engage with customers and strengthen relationships, while reminding the community that The Dime Bank is here to do what it can to support people and make lives a little brighter.

“During the holidays, we like to celebrate the people we care about, and we really care about our customers and our community, so we thought this would be a fun way to reach out and spread a little joy all year long,” said President and Chief Executive Officer Gary C. Beilman. “As a community bank, our mission is to give all customers the gift of financial wellness. We’re vested in the success of our communities and committed to helping people and businesses achieve their financial goals and become financially stronger.”

In addition to this social campaign, The Dime Bank intends to use Facebook to regularly communicate tips for financial literacy, community events and activities, and news about the bank, its sponsorships and employees.

The Dime Bank is a locally operated bank with offices in Honesdale, Hawley (Main Avenue and the Lake Region), Damascus, Greentown, Dingmans Ferry, and Carbondale. Established in 1905, the community bank offers a full array of financial services and solutions ranging from traditional products to electronic banking and wealth management services. The Dime Bank is vested in the communities it serves and dedicated to helping people and businesses prosper.

Source: The Dime Bank / Deborah Unflat / November 6, 2017

