



For Immediate Release

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Galena State Bank Takes Swipe At Breast Cancer

GALENA, IL— Galena State Bank is offering new and existing customers an opportunity to fight breast cancer in Jo Daviess County. The bank is rolling out its new and exclusive Pink Ribbon Debit Card. Every time a customer uses the card to make a purchase, Galena State Bank will make a contribution to programs and services at Midwest Medical Center, in Galena that focus on breast cancer.

“We have a great relationship with the Galena State Bank and have a lot of respect for that organization,” said Tracy Bauer, president and CEO of Midwest Medical Center. “Having our names tied together can only mean good things for us.”

Pink Ribbon Debit Cards are free and available with all Galena State Bank 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 fight breast cancer in Jo Daviess County. The success of the program is literally in the hands of the customer, according to Drew Townsend, president and CEO of Galena State 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,” Townsend said.

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Midwest Medical Center will use the funds for public awareness and education programs. Part will be used to promote the hospital's new digital mammography equipment, which will allow patients to stay closer to home to take advantage of its services. Other funds will be targeted at public education programs, such as the Lady's Night Out event in October, during Breast Cancer Awareness Month.

"We want to educate our community about breast cancer and also raise awareness of the advantages of having digital mammography here," Bauer said. "We want people to know of the services in their community before they actually need them."

Galena State Bank and Dubuque Bank & Trust are subsidiaries of Heartland Financial, USA, Inc, and are both offering identical programs for their respective markets.

PHOTO OPPORTUNITY: Galena State Bank Employees will be wearing pink ties and pink scarves on Wednesday, May 9, as part of the campaign kick off.

About Galena State Bank

Galena State Bank & Trust, founded in 1966, is a community bank with assets in excess of \$290 million primarily serving Galena; Jo Daviess County, Illinois; and the surrounding area including southwest Wisconsin. The bank has two offices in Galena, one office in Stockton, Illinois and one office in Elizabeth, Illinois. It is a member of Heartland Financial, USA, a diversified financial services company headquartered in Dubuque, Iowa.

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