



**For Immediate Release**

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**LIGHTS, CAMERA, SAVE!**

***Clinton Savings Bank Calls for Entries in Video Contest***

(CLINTON, Mass., August 12, 2010) -- Clinton Savings Bank is excited to announce a *Lights, Camera, Save!* video competition for teens to explore and understand the value of saving. In today's economy, it's "cool" to save – so who better than teenagers to spread the word?

"The *Lights, Camera, Save!* contest will allow teens a creative outlet to share their ideas about saving money," explained Ellen J. McGovern, Senior Vice President of Marketing. "It's a way to engage the next generation and educate them on why saving is important, both personally and for the overall economy."

The video contest is one of several components of the American Bankers Association Education Foundation's Teach Children to Save ongoing program partnerships with local banks. The video competition is designed to encourage and inspire our youth to become lifelong savers.

McGovern added, "The contest is meant to be fun and exciting, but when all is said and done, we hope that teens will take action and follow the advice of 'Start young, save more.'"

To participate, students between the ages of 13-16 are invited to stop by any Clinton Savings Bank branch or visit [clintonsavings.com](http://clintonsavings.com) for an entry form and contest details. Submissions will be accepted between September 1 and November 1, 2010. Clinton Savings Bank will host the first round of local level judging. One video will be selected to compete at the national level for a chance to win \$3,000, \$1,500 and \$500 in U.S. Savings Bonds or an iPod® Touch.

**About Teach Children to Save**

The Teach Children to Save program is a national campaign that organizes banker volunteers to educate young people about the importance of developing a lifelong savings habit. Since 1997, the campaign has reached 3.4 million young people with the help of some 80,000 banker volunteers, an annual awareness day -- Teach Children to Save Day -- and the Teach Children to Save Web site: [www.teachchildrentosave.com](http://www.teachchildrentosave.com).

**About Clinton Savings Bank**

Established in 1851, Clinton Savings Bank is among the oldest mutual community banks in Massachusetts. With more than \$486 million in assets and a broad range of financial products for consumers and businesses, Clinton Savings Bank has built a solid reputation in the communities in which it serves from six full-service branches in Berlin, Bolton, Boylston, Clinton, Sterling and West Boylston. For more information, please visit [clintonsavings.com](http://clintonsavings.com).