



**FOR IMMEDIATE RELEASE**

**Media Contact:** Ellen McGovern

Clinton Savings Bank

Main: 888-744-4272

Cell: 508-523-3536

[emcgovern@clintonsavings.com](mailto:emcgovern@clintonsavings.com)

**CLINTON SAVINGS BANK PARTNERS WITH ASSUMPTION COLLEGE, CLARK UNIVERSITY, FRAMINGHAM STATE UNIVERSITY & WORCESTER STATE UNIVERSITY TO TARGET GEN Z'S FOR MARKETING CAMPAIGN**

**CLINTON, Mass. – October 20, 2021** – Clinton Savings Bank (CSB) recently announced their upcoming Marketing Campaign with **Assumption College, Clark University, Framingham State University & Worcester State University**. Students will work on a semester long project where they will create a Marketing Campaign to target Gen Z's for CSB's Get Real Checking account. All groups will then present their campaigns to a panel of judges in early December at Cyprian Keyes Golf Course located in Boylston, MA, where each member of the winning team will receive \$500. The chosen campaign will be launched in the market in early 2022 by Clinton Savings Bank. This news comes along with CSB's recent partnership with the Worcester Regional Transit Authority (WRTA) featuring a bus wrap that includes photos of the students from Worcester & Middlesex county colleges such as Framingham State University, Clark University, Assumption College & Worcester State University.

"What makes this bus wrap so unique is the fact that the faces on the bus are actual students of the colleges & universities that we are collaborating with for the Marketing Campaign," said Ellen J. McGovern., Clinton Savings Bank's SVP/Chief Marketing Officer. "We are eagerly anticipating the event in December where the future of the business world will have the benefit to pitch their campaign to a panel of marketing experts and gain real life experience. This partnership with the schools and the students is a project we are proud to take part in, as building relationships within our surrounding communities and giving young minds the opportunity to grow and expand their knowledge in financial literacy is of great importance to us. We cannot wait to see what they come up with."

**About Clinton Savings Bank**

Established in 1851, Clinton Savings Bank is among the oldest mutual community banks in Massachusetts with more than \$640 million in assets. Clinton Savings Bank (CSB) offers [business](#) and [consumer](#) banking, through six full-service branches in [Berlin, Bolton, Boylston, Clinton, Sterling, West Boylston](#) and as a member of the [Allpoint](#) network access to over 50,000 ATMs. CSB also provides [mobile and online banking](#). For more information, please visit [clintonsavings.com](http://clintonsavings.com).



**Ellen McGovern, SVP/Chief Marketing Officer, presenting to the Management Consulting course at Clark University's School of Management.**



**CSB's bus wrap with the WRTA that includes photos of the students from Worcester & Middlesex county colleges such as Framingham State University, Clark University, Assumption College & Worcester State University.**

###