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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. – December 27, 2021 – Clinton Savings Bank (CSB) recently held their Student Ambassador Project Presentations at Cyprian Keyes Golf course, where students from Assumption University, Clark University and Framingham State University presented their final Marketing Campaign projects in front of a panel of expert judges in the hopes of winning a \$500 prize for each member of the winning team. The panel of judges included **Brittany Prendiville**, Regional Sales Director at LocaliQ, **Brad Zapenas**, Account Manager at 98.5 The Sports Hub, **Steve Stackpole**, Founder & CEO of Stackpole, **Bob Goodell**, Regional Vice President of Cumulus Media and the Clinton Savings Bank Marketing Team. Each team of students were judged on their ability to create a clear & concise campaign to target Gen Z for the Bank's Get Real Student Checking product. After six impressive presentations, the judges came to a final decision & announced Framingham State University Group 1 as the 1st place winner, followed by Clark University Group 1 as the 2nd Place Winner.

"The day was filled with impressive presentations, eager young professionals & an overwhelming amount of talent that offered a new perspective and opportunities for the Bank to break through to the Gen Z population," said Ellen J. McGovern, Clinton Savings Bank's SVP/Chief Marketing Officer. "We were joined by an outstanding group of panelists who took time out of their busy schedules to join us in witnessing the future professionals of the business world present projects they worked tirelessly on for the entire semester. If there is one thing that we all took away from this event, it's that all of the students displayed positive, passionate energy with a deep desire for business and they will succeed in whatever career they may transition into upon graduating."

"For my students to have had the experience that they did with this highly unique project was something beyond special, as opportunities like this do not present themselves frequently," said Sandra Rahman, Professor of Marketing at Framingham State University. "From the bi-weekly meetings that were held, to the orchestration of a phenomenal networking event for the students, the CSB Team organized a wonderful project. As a professor, we know how much effort our students put into this project, and that was clear in every presentation shared today. I am so proud of both my groups, as well as Assumption University & Clark University, on their tenacity to create professional campaign proposals."

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.



Pictured: Students & professors from Assumption University, Clark University and Framingham State University; as well as judge **Brittany Prendiville**, Regional Sales Director at LocalIQ, **Brad Zapenas**, Account Manager at 98.5 The Sports Hub, **Steve Stackpole**, Founder & CEO of Stackpole and **Bob Goodell**, Regional Vice President of Cumulus Media.

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