

Sample Press Release



ABC Financial Celebrates the Opening of Their New Branch inside XYZ Store

City, State – **ABC Financial** announced today that it will be opening an in-store branch at the **XYZ Store**.

The new **(#)** square-foot **bank/credit union** office is open extended hours and includes a small meeting area for opening accounts and getting loans or mortgages, and a pair of interactive teller machines (ITMs) that connect customer/member live via a computer screen with bank tellers at the **financial** headquarters in **city, state**.

The new _____ branch in the **XYZ store** will be open **(days and time)** The branch will include two or three tellers, officers or manager on staff at the store most of the time, along with two LIVE interactive teller machines to allow members to complete basic over-the-counter transactions with a personal teller.

The remote teller service allows **ABC Financial** to staff multiple ITMs across its (name) county footprint in **city, state/county**. More locations are planned soon, according to **ABC Financial** representative, (title for ABC Financial representative.)

"This has allowed us to go into areas that might not warrant a full-scale branch, but where we can serve our members, and hopefully pick up more members, with the convenience of an in-store branch," **ABC Financial** representative said.

"Members love the convenience of being able to do their grocery shopping and also easily get their cash, or a loan or opening an account at the same place," said **ABC Financial** representative continued.

The new **financial office** is part of a new **XYZ** supermarket that opens **(date) (location address)**. The new store includes a pharmacy, expanded grocery, frozen food and produce department and in-store bakery, deli and cafe that features deluxe fresh food bar, soup, wings, salad and fruit selections.

The store is open **(days & time)** and will be staffed by up **(#)** full-time and **(#)** part-time workers. The store will also include (gas station, etc.) which is expected to begin service **(timeframe)**.

ABC Financial provides a full range of financial products and services, including commercial banking and consumer deposits and loans. For more information on **ABC Financial** visit **(website)**.