



PRESS RELEASE

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Prevail Bank will match donations to the “Christmas is for Children” program, up to \$1,000

Prevail Bank is encouraging the Eau Claire community to donate to the Christmas is for Children Program. This program matches sponsors with children in need throughout the community. Choose a child’s tag from Prevail Bank’s tree and purchase presents for them to open on Christmas. The child’s tag includes a wish list and clothing sizes to choose from, for purchases up to a \$35 value for each child. When the presents are returned, Prevail Bank will match that \$35 donation for another child to receive a present under the tree on Christmas up to a total of \$1,000!

Anyone in the community can pick up and return a child’s tag and wish list at Prevail Bank in Eau Claire at 2225 Fairfax Street by December 10th, 2021, to receive matching funds.

Brenda Knutson, Prevail Bank’s Branch Manager in Eau Claire, states, “We chose Christmas is for Children because the goal of this organization is to provide every child, whose family is enduring financial hardship and who signs up, with a heartfelt gift. Christmas is for Children has brightened the faces, hearts and smiles of more than 1,000 children in the Chippewa Valley. We want to help make sure all families are able to enjoy this season of giving. Our goal is to sponsor at least 60 children through our branch.”

Prevail Bank is also matching all donations up to \$1,000 total at its other locations. Each location is supporting the following organization:

- The Baraboo location will be collecting donations for the **Sauk County Children’s Giving Tree**. This organization provides a variety of products including Christmas toys, clothing and supplies to children and families in Sauk County.

- The Marshfield location is collecting funds for the **Ronald McDonald House**. The Ronald McDonald House reduces the stress and financial burden for families when they must travel far from home to access medical care for their child.
- The Medford location will be collecting donations for the **Taylor County Supportive Housing** project. The Taylor County Supportive Housing authority provides those who are homeless with safe and secure shelter, food, support and solutions, with a primary emphasis on connecting residents with permanent housing solutions.
- The Owen location will be collecting donations for the **W-O-W Kids' Meals program**. This program serves children in the Owen-Withee School District and is affiliated with the Feed My People organization. These organizations collect and distribute food to students in need for the weekends, when they don't have access to school meals. Prevail Bank, as well as the Owen-Withee Lions Club, will match all donations up to \$1,000!
- The Phillips location will be collecting donations for the **Santa's Elves Foundation**. They provide Christmas gifts & necessary basic living essentials (personal care items, winter outerwear, etc.) to children of families in financial need.
- The Stevens Point location will be collecting donations for the **United Way of Portage County**. Since 1945, this organization focused on providing positive change and services to its community, encompassing the areas of education, health, and financial stability.
- The Wausau location will be collecting donations for the **Catholic Charities' Wausau Community Warming Center**. The warming center is an action step of the Wausau Housing and Homelessness Coalition, raising awareness to end homelessness in Marathon County. It provides a warm, safe environment in addition to a nightly hot meal and carry-out breakfast.
- The Wisconsin Rapids location will be collecting donations for **Park Place Adult Day Services**. This agency provides a safe environment, with trained professionals and compassionate staff, who help dependent adults maintain the maximum level of independence and function, while promoting socialization and mental stimulation.

Prevail Bank is a federally chartered savings bank founded in 1934 with assets of \$833 million with offices in Eau Claire, Baraboo, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.