



PRESS RELEASE for immediate release

April 9, 2025

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Hedrington Appointed Vice President at Prevail Bank

Prevail Bank is pleased to announce that Holly Hedrington has accepted the dual role of Vice President of Treasury Management and Private Banking Officer. In her Treasury Management role, Hedrington will collaborate closely with businesses to streamline cash flow and enhance fraud prevention systems, ensuring the efficiency and security of their financial operations. As a Private Banking Officer, she will offer tailored financial services to high-net-worth clients, managing their banking and wealth management needs to help them achieve their financial objectives.

With over 25 years of experience in the banking industry, Hedrington brings a wealth of knowledge and expertise to Prevail Bank. Her focus will be on strengthening existing client relationships and building new partnerships to foster growth. Her primary office will be in Prevail Bank -Eau Claire.

Outside of her professional role, Hedrington is an active community member, serving on the Board of Chippewa River Industries (CRI) and the Chippewa Valley Scout Council. Alongside her husband, she co-owns and operates FishHeds Outpost, a fishing lodge in Canada. In their free time, they enjoy traveling with family and friends.



Holly M. Hedrington

**Vice President, Treasury Management / Private Banking Officer
Prevail Bank – Eau Claire**

Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau, and Wisconsin Rapids.