



PRESS RELEASE

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Prevail Bank Helps Divert Nearly 20 Tons of Electronic Waste from Landfills Through Community E-Cycling Events

Prevail Bank is proud to announce the successful collection of 39,518 pounds (19.7 tons) of electronic waste through its free community E-cycling events held throughout its service area from June through early September 2026.

The total amount collected is equivalent to the weight of nearly nine midsize pickup trucks, demonstrating the significant impact local communities can make when given convenient opportunities to recycle responsibly.

"At Prevail Bank, giving back to our communities means supporting initiatives that improve the quality of life for current and future generations," said Nathan Quinnell, Prevail Bank CEO/President. "The overwhelming participation in these E-cycling events highlights our communities' commitment to environmental stewardship and responsible recycling."

The free events were open to the public and encouraged community members to bring unwanted household electronics for responsible disposal. Accepted items included televisions, computers, laptops, printers, phones, and other electronic devices.

To ensure environmentally responsible processing, Prevail Bank partnered with First Choice, a certified electronics recycling provider that guarantees materials are recycled rather than sent to landfills. The company also provides secure destruction of personal data contained on electronic devices.

As technology continues to evolve, electronic waste remains one of the fastest-growing waste streams. Improper disposal of outdated electronics can contribute to environmental concerns when hazardous materials enter landfills. By offering free recycling opportunities, Prevail Bank aimed to make it easier for residents to safely recycle unused devices while helping protect the environment.

Supporting sustainability initiatives is one of the many ways Prevail Bank demonstrates its commitment to the communities it serves. The success of this year's E-cycling events reflects the collective impact that businesses and community members can achieve when working together toward a common goal.

About Prevail Bank

Prevail Bank is a community bank serving individuals, families, businesses, and communities throughout Wisconsin. Through its commitment to community involvement, financial education, and local partnerships, Prevail Bank strives to strengthen the communities it serves.

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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. Prevail Bank – Member FDIC | Equal Housing Lender