

# **Greener Money and a Healthier Community**

Holyoke, MA (May 22, 2009) - While the color of money has never been in doubt, local environmental concerns and the issue of global warming have caused consumers to reexamine the true colors of the organizations with which they do business. Many are looking for "Green," representing a concern for the environment or an eco-friendly approach to doing business. For example, consumers can now buy Green household cleaners, live in Green homes, and have their groceries packed in Green shopping bags.

## **LOCAL BANKING CAN BE GREEN**

Consumers can also do their banking in a Green way by using PeoplesBank Easy Checking. Green banking is actually a simple concept and so is Easy Checking. It is a checking account that includes online banking and bill pay, e-statements, and free ATM transactions anywhere in the world. Paper, postage, and running to the bank are all virtually eliminated, as are costly ATM fees.

Being environmentally friendly is not a new thing for PeoplesBank. In recent years, the bank has financed over \$22 million in sustainable energy projects including wind and hydroelectric power generation. Currently, 60% of the energy used by the bank's headquarters and offices in Holyoke comes from clean, renewable energy sources. Several offices have undergone renovations to become more energy efficient and are now realizing an annual savings of between 12-25% depending on the building and the type of energy consumed.

## **EMPLOYEES CHANGE BLUE TO GREEN**

Employees have also taken the Green ball and run with it. The PeoplesBank Environmental Committee recently held their second Environmental Fair on Earth Day, April 22nd. Over 300 attendees learned how to become more green through saving energy at home, recycling, and considering alternative transportation options like bicycles, Segways, or even SmartCars. The Environmental Committee also launched a company-wide newsletter called GRIN, "Green Initiative Newsletter" which offers environmentally friendly tips and tactics. There is even a monthly award called "People Going Green" that recognizes employees who made a conscious effort to help a green initiative.

In fact, even though the official PeoplesBank color is blue, according to Douglas A. Bowen, President and CEO, their values are green. "We intend to create an integrated approach to energy conservation, recycling, and customer and employee education. With our branch network and customer base throughout Hampden and Hampshire counties, we are confident that this is not only a responsible course of action, but one that will yield great results as well."

Through its environmentally friendly initiatives and products like Easy Checking, PeoplesBank is making their customers' money a little Greener and this community a healthier place to live.



*The PeoplesBank Environmental Team at their Earth Day Fair on April 22nd. Front Row: Brian Rheaume, Nadine Maggi, Karen Buell, Audrey Markarian, Kristen Pueschel, Sandra Garcia. Back Row: Brian Bonafilia, Brady Chianciola, Xiaolei Hua, Linda Parlengas, Gail Richardson.*

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