

AROUND TOWN

Published Quarterly by Town Financial Corp.

Summer 1998

Celebration comes off with a bang!

Staff of Citizens State Bank goes the extra mile to throw a memorable party

A gala open house, parades, fireworks, customer appreciation days, a picnic in the park, sparkling windshields and a flowing fountain—all these elements have played a role in the celebration of Citizens State Bank's 125th anniversary.

"It's been a real exciting time for us all," declared Gary Maddox, vice chairman of the bank. "As you can imagine, with so many different events over the past month it's been pretty hectic around here. Our thanks goes to all the staff for giving 100%—they have been superb."

The centerpiece of the yearlong celebration came over the Independence Day weekend to coincide with the date on the bank's charter, July 3, 1873. A special "by invitation only" reception took place on the evening of July 2. Then the main office held an all-day open house on July 3. Visitors enjoyed refreshments and received specially minted brass coins commemorating the 125th anniversary. "We were pleased with the turnout for both events," he added.

To serve as an exclamation point for its celebration, Citizens State again sponsored the local fireworks display on July 4th. "We've been doing this for 18 years and



TAKES THE CAKE—A giant birthday cake float built by Citizens State Bank staff members captures top honors in the annual Memorial Day parade in New Castle. Over 70 bank employees and members of their families marched behind the float. In the background is the main office of Citizens which has served as the bank's headquarters since 1923.

always have a nice response from the community," said Maddox. Nearly 20,000 people gathered at Henry County Memorial Park and received an "extra" treat at dusk with the unveiling of a new fountain purchased by the bank for the lake at the park. An abundance of "oohs" and "ahhs" arose from the crowd as the fountain sprang to life shooting water 30 feet into the air. A Niagara Falls ground display spanning the width of the lake served as a backdrop.

Future plans include the addition of lighting to the fountain as well as installation of a permanent plaque at the edge of the lake commemorating Citizens' gift to the community and its 125th anniversary.

Branch offices joined in the celebration through a series of "Customer Appreciation Days" during June and early July. In addition to providing refreshments and

mementoes, bank employees washed windshields for customers using the drive-up facilities.

An award-winning float built by staff members made its debut during the annual Memorial Day parade in New Castle. Using a birthday cake theme complete with huge candles, the float also represented Citizens State at Mt. Summit Daze, Knightstown Jubilee Days and Spiceland Freedom Days. A large number of staffers and members of their immediate families has accompanied the float in its parade appearances.

To celebrate the success of their various projects, bank employees and their families held a picnic on July 12. "Everyone seemed to have a good time," reported Gary Maddox. "We had nearly 170 people attend and there was an abundance of food, fun and activities."