

## NEWS RELEASE

For immediate release

Contact: Tricia Lewis, Marketing Director  
941.366.7100  
[tlewis@insigniabank.com](mailto:tlewis@insigniabank.com)

### **INSIGNIA BANK PRESENTS “*THE PUMPKIN PATH*,” A PRE-HALLOWEEN EVENT IN LAKEWOOD RANCH**

Sarasota, Fla. September 25, 2008— Insignia Bank announces a progressive pre-Halloween happening “The Pumpkin Path,” a new event which will be held at over 15 participating merchant locations spanning Lakewood Ranch’s Market Street Plaza on Friday, October 17, 2008 from 4:30 to 7:00 p.m. This event is free and open to the public.

Children of all ages will follow a “pumpkin path” winding through all participating merchant locations where they can collect treats, play themed games, get “*Boo Bingo*” cards stamped and finally, end up drinking “witch’s brew” while learning about money in a fun and educational hands-on setting.

This event is the brainchild of Insignia Bank’s Lakewood Ranch office personnel who desired to create a safe environment for area children to enjoy Halloween, and also to showcase the diverse variety of goods and services to be found among in the Market Street Plaza area. All area merchants were invited to participate and they can be identified by a large orange pumpkin with the Insignia logo displayed in their storefront windows; participants include Publix, First Watch Restaurant, Chili’s, Rita’s, The UPS Store, Classic World Travel and Spine & Sport at Lakewood Ranch.

“The Pumpkin Path” finishes at Insignia Bank’s LWR office, 6145 Exchange Way, where completed “Boo Bingo” cards are entered for the grand prize drawing - a Nintendo DS package. The bank lobby will be transformed into a Halloween Fun House, where rooms will be decorated in themes such as the ‘Monster’s Lab,’ “Spider Den,” and a Balloon Room, where the attendees pop a balloon to reveal a prize.

Activities in the bank's lobby will also include tours of their "Money Di\$covery" area, a hands-on learning center. This area assists the bank personnel with promoting youth financial education in the community. It serves to introduce the many interesting aspects of money, such as how paper currency is made -- and destroyed-- by viewing uncut sheets of bills from the U.S. Treasury Department and packages of shredded bills, learning how coins are counted in mass via a self-service counter, and watching as bank personnel use machinery to count large quantities of bills and detect counterfeit ("fake") bills.

Insignia Bank's main office is located at 333 North Orange Avenue in Sarasota, FL. Its primary lines of business include deposit services, commercial real estate lending, treasury and investment services, and residential and commercial mortgages.

[www.insigniabank.com](http://www.insigniabank.com)