

## FOR IMMEDIATE RELEASE

**AGENCY:**

Carley Monell  
Single Source Marketing  
7 ½ Bridge Street  
Danvers, MA 01923  
Phone: 978-777-9992  
[cmnell@singlesourcepromo.com](mailto:cmnell@singlesourcepromo.com)

**CONTACT:**

Susan de Mari  
The Lowell Five Cent Savings Bank  
One Merrimack Plaza  
Lowell, MA 01852  
Phone: 978-441-6517  
[sdemari@lowellfive.com](mailto:sdemari@lowellfive.com)

### Lowell Five Launches Fall Promotional Programs

*Partnering with Local Organizations to Give Back to Customers and the Community*

**Lowell, Mass., September 17, 2009** – Robert A. Caruso, Chairman of The Lowell Five Cent Savings Bank, is pleased to announce the launch of the Bank's Fall promotional programs including the 2009-2010 Lowell Five Performing Arts Series, L'il Devil for a Day Program and "A Night Out on Lowell Five" Sweepstakes.

For over 10 years the Bank has partnered with the Lowell Memorial Auditorium to present the Performing Arts Series. This year's line-up includes: *Champions of the Dance*, October 30, 2009 at 8pm; *Brian Wilson*, November 12, 2009 at 8pm; *Annie*, December 6, 2009 at 7pm; *Stomp*, February 23 & 24, 2010 at 8pm; *Le Grand Cirque*, March 19, 2010 at 7:30pm; and *Girls Night: The Musical*, April 16, 2010 at 8pm. Prize packages include two tickets to the show, free parking and concession vouchers. Participants can enter at any one of Lowell Five's fourteen banking center locations or by downloading an entry form on the Bank's website.

In addition, Lowell Five will be partnering with the Lowell Devils to present the "L'il Devil for a Day" Program. Bank customers and area residents can enter to win the chance to make a child the "L'il Devil for a Day" at a Devils home game during the 2009-2010 season. The prize package includes four (4) game tickets, Zamboni ride, concession vouchers and an autographed Devils jersey. Entry forms are available at all Lowell Five banking center locations or online.

New this year, the Bank has partnered with the Merrimack Repertory Theatre to present "A Night Out on Lowell Five" Sweepstakes. During the 2009-2010 season, local residents have the opportunity to win four (4) tickets to a show and a \$100 gift certificate to a Downtown Lowell restaurant. Prize packages include: *Flings and Eros* and dinner at Ricardo's Café Trattoria; *The Seafarer* and dinner at Blue Taleh; *Heroes* and dinner at Cobblestone's Restaurant & Bar; *Fabuloso* and dinner at Athenian Corner; *Black Pearl Sings!* and dinner at Centro Restaurant & Bar; *A World Premiere Comedy by Richard Dresser* and dinner at Garcia Brogan's; and *The Blonde, The Brunette and The Vengeful Redhead* and dinner at The Old Court. Each prize will be awarded through a separate drawing from entries submitted on the Bank's website.

As part of the Bank's ongoing Keep It Local Program, customers can also receive 5% back on all purchases made with a Lowell Five debit card at the Lowell Memorial Auditorium, Lowell Devils and Merrimack Repertory Theatre. The Keep It Local program is also honored at over 120 additional businesses throughout the Merrimack Valley on the first Friday and Saturday of every month.

"We are pleased to provide quality, affordable entertainment to our customers and the community," said Caruso. "Especially during these difficult economic times, it's even more important that we do our part to support each of these local institutions while providing a unique experience for individuals and families."

Additional information and complete contest rules for all of these programs can be found at [www.lowellfive.com](http://www.lowellfive.com).

## About Lowell Five

Founded in 1854, The Lowell Five Cent Savings Bank is a state chartered mutual savings bank and the oldest financial institution in the City of Lowell. With over 200 employees throughout its 14 locations and \$661 million in assets, Lowell Five has been instrumental in the economic development of the region. Recognized as one of the 2007 Best Places to Work by the Boston Business Journal, Lowell Five maintains a leadership role on numerous community boards and organizations. Lowell Five provides superior banking products for personal customers, businesses, non-profit organizations and municipalities and is insured with both the Federal Deposit Insurance Corporation (FDIC) and the Depositors Insurance Fund (DIF).

