



news

*Rocky Mountain Bank,
a subsidiary of Heartland Financial*

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Rocky Mountain Bank Fights Breast Cancer Through Pink Ribbon Debit Card

Bozeman, MT — The fight against breast cancer in Montana gets a big boost this month during a check presentation at 11am on Wednesday, March 12, Rocky Mountain Bank to the Cancer Support Community in Bozeman.

Cancer Support Community Montana (CSC) provides a full range of support programs in a comfortable home-like setting, completely free of charge for people with cancer and their loved ones. “CSC offers support groups, networking groups for people with specific types of cancer, educational workshops, exercise activities, stress management sessions, lectures by oncology experts , and social gatherings - all with laughter, joy and hope,” said CSC Program Director Justin Short. “The check from Rocky Mountain Bank will help us in all aspects of our day to day operation of helping people living with cancer,” said Short.

The check for \$4,411.28 is the result of a partnership between Rocky Mountain Bank’s Pink Ribbon Debit Card and three healthcare facilities in Montana.

Rocky Mountain Bank’s Pink Ribbon Debit Card program, which began in May 2012, has raised thousands of dollars locally towards the fight against breast cancer. Checks for exactly \$4,411.28 from Rocky Mountain Bank will also be presented next week to the Billings Clinic Foundation and to Northwest Healthcare Foundation in Kalispell.

“The Pink Ribbon Debit Card is free and available with all Rocky Mountain Bank personal checking accounts,” said Kent Levi, Rocky Mountain Bank’s Bozeman branch president. “Each time a customer swipes their card to make a purchase,” he said, “the bank contributes 2.5 cents to the hospital’s efforts for early detection of breast cancer.” Since the launch last year, community members “took swipes against breast cancer” and Rocky Mountain Bank has contributed \$24,000. The bank’s parent organization Heartland Financial USA, Inc., has contributed \$110,000 to cancer support groups since 2012.

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About Rocky Mountain Bank

Rocky Mountain Bank, a subsidiary of Heartland Financial USA, Inc., (NASDAQ: HTLF), is a state chartered bank with more than \$464 million in assets with offices in Bigfork, Billings, Bozeman, Kalispell, Plains, Plentywood, Stevensville and Whitehall. The bank is headquartered at 2615 King Ave. W. in Billings, Montana. The bank specializes in business and

personal lending and deposit services along with complete electronic banking programs. Visit www.rmbank.com or call 406.656.3140 to learn more. Rocky Mountain Bank is a member of the FDIC and an Equal Housing Lender.