



For Immediate Release

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Local Bank Takes Swipe At Breast Cancer

BILLINGS, Mont. — Rocky Mountain Bank is offering new and existing customers an opportunity to fight breast cancer in the Billings and Kalispell areas. The bank is rolling out its Pink Ribbon Debit Card. Every time a customer uses the card to make a purchase, Rocky Mountain Bank will make a contribution to programs at Billings Clinic and Northwest Healthcare in Kalispell that provide mammograms and other services to those without insurance or are under insured.

“I just thank Rocky Mountain Bank for supporting communities in this way,” said Tagen Vine, president of Northwest Healthcare Foundation. “We’re very excited about this partnership.”

“What’s great about working with Rocky Mountain Bank is that they want the money used locally,” said Beth Bales, grant administrator for Billings Clinic. “We serve all these women in our community and it’s the same people that the bank is serving.”

Pink Ribbon Debit Cards are free and available with all RMB personal checking accounts. For each swipe, the bank makes a contribution at no cost to the customer. In a sense, customers can help raise funds locally to fight breast cancer in their area. The success of the program is literally in the hands of the customer, according to Danny Skarda, president and CEO of Rocky Mountain Bank.

“Every time they swipe the card, we all take a swipe against a deadly disease right here at home, a disease that has likely touched all of our lives,” Skarda said.

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Northwest Healthcare will funnel its portion of funds into the “Save a Sister” program, a collaborative effort among health care providers and agencies in the Flathead Valley that provide mammograms and other services to those who can’t afford them. In northwest and north-central Montana, only 40 to 50-percent of the women are getting annual screenings. The national average is 75-percent.

Billings Clinic will use the money to support the Mammography Fund of its Women’s Wellness Program. The fund pays for mammograms and diagnostic assistance for those who are without insurance or are under insured in their service area of Montana, northern Wyoming and the western South Dakota. Between 250 and 300 women every year receive this important preventative care, paid for by the fund.

PHOTO OPPORTUNITY: Rocky Mountain Bank Employees will be wearing pink ties and pink scarves on Wednesday, May 9, as part of the campaign kick off.

About Rocky Mountain Bank

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Rocky Mountain Bank is a state chartered banking group with more than \$433-million in assets and offices in Bigfork, Billings, Bozeman, Kalispell, Plains, Plentywood, Stevensville and Whitehall. The bank is headquartered at 2615 King Ave. W. in Billings, Montana. Visit www.rmbank.com or call 406.656.3140 to learn more. Rocky Mountain Bank is a member of FDIC and Equal Housing Lender.

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