



news

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*Rocky Mountain Bank,
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Ravalli County Relay for Life Event Chair Long-time Relay Volunteer *Fighting cancer is personal for Rocky Mountain Bank Personal Banker in Stevensville*

Each year, more than 4 million people in over 20 countries raise much-needed funds and awareness to save lives from cancer through the Relay for Life movement. To Robin Holcomb, personal banker with Rocky Mountain Bank in Stevensville, it is more than just raising funds to fight cancer...it is about celebrating a family cancer survivor.

Holcomb's sister was diagnosed with stomach cancer when she was three years old and given just six months to live. "That was 40-years ago," said Holcomb, "and volunteering for Relay for Life allows me to honor my sister as a survivor and to spread the message to never give up hope." Relay for Life in Stevensville takes place at the Corvallis Track, beginning at 6pm on Friday, June 28, and ending Saturday morning, June 29, at 8am.

Holcomb has been involved with the Ravalli County Relay for Life event for more than eight years, serving as event chair for the past three. She said 21 teams consisting of 141 participants are participating this year. Holcomb noted that Rocky Mountain Bank is not only a sponsor of the Ravalli County Relay for Life, but has also been a generous employer in allowing her the time off she needs to coordinate the event and oversee the numerous Relay for Life committees.

Supporting events that raise awareness and funds to save lives from cancer is nothing new to Rocky Mountain Bank. In May, 2012, the bank launched its "Take a Swipe at Breast Cancer" campaign to raise funds to fight breast cancer through a custom designed RMB debit card. Each time a personal checking account customer uses his or her Pink Ribbon Debit Card to make a purchase, Rocky Mountain Bank makes a contribution—at no cost to the customer. Last year, the campaign resulted in significant gifts to programs at Northwest Healthcare in Kalispell and the Billings Clinic.

Rocky Mountain Bank in Stevensville is holding a free community barbecue Wednesday, June 19, 11a.m. to 2p.m. to promote the bank's "Take a Swipe at Breast Cancer" campaign as well as the upcoming Ravalli County Relay for Life. Rocky Mountain Bank employees will be on hand to sell tee shirts and accept donations to support the Ravalli County Relay for Life. For more information, contact Robin Holcomb, (406) 777-7804. Visit Rocky Mountain Bank's website, www.rmbank.com, for more information on the Pink Ribbon Debit Card.

About Rocky Mountain Bank

Rocky Mountain Bank, a subsidiary of Heartland Financial USA, Inc., (NASDAQ: HTLF), is a state chartered bank with more than \$466 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 lending and deposit services and provides a wide variety of personal credit 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.

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