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Notes from editor (not for publication):

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HEADLINE ELEMENTS:

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1 Brattleboro Savings & Loan welcomes new president

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3 TEXT BODY:

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4 "It's so good to be back in Vermont," said Robert Sims,
5 the new president and CEO of Brattleboro Savings & Loan
6 (BS&L). The bank's board officially hired Sims recently after an
7 extensive search.

8 Sims has been working in local banks for over 30 years.
9 His experience has included various elements of banking,
10 including operations, retail, marketing, and many leadership

11 positions, according to a news release submitted by the bank's
12 personnel.

13 "To run a bank means to connect with the people—
14 customers and employees—because those people are the bank,"
15 said Sims in the news release.

16 "Robert is exactly what we were looking for as a board
17 and as a locally committed bank," said BS&L Board President
18 Carmen Derby. "He knows that we need to grow deeper while
19 still being agile. Robert is also the kind of open, servant leader
20 that the bank needs right now and into the future."

21 Sims said a notable time in his career was when he
22 worked for Chittenden Corporation, the holding company for
23 Chittenden Bank and six other banks across New England.

24 "I've lived in some wonderful places during my career,"
25 Sims said, "but Vermont has always been near and dear to my
26 heart, and my family's heart, too. This wonderful state played a
27 big part in why I came here to join BS&L."

28 Most recently, Sims worked as the senior vice president
29 of retail services at Greylock Federal Credit Union, a \$1.6 billion
30 credit union headquartered in Pittsfield, Massachusetts.

31 "It was hard to leave, even though I'm so excited for this
32 amazing opportunity at BS&L," said Sims. "I have spent a career
33 helping community banks succeed and thrive versus large, out-
34 of-state competitors. Where we bank matters tremendously to the
35 local economy. When we bank locally, 100% of those dollars are
36 reinvested back into our community and become loans that allow
37 our neighbors to buy homes here, run their businesses, and
38 create jobs here."

39 Brattleboro Savings & Loan was established in 1912 and
40 is a state-chartered mutual savings bank and Certified B
41 Corporation, with branch offices in Brattleboro, Wilmington, and
42 Bondville. For more information, visit brattbank.com.

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LOGLINE (SOCIAL MEDIA):

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