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NEWS RELEASE
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Bank Five Nine Launches Tim's Treat: A New Social Media Campaign to Make Lives Better

Oconomowoc, WI - Bank Five Nine has recently launched a new social media campaign, called "Tim's Treat", to spread joy and surprise among their communities. The surprise will come in the form of Bank Five Nine's President and CEO, Tim Schneider, visiting one of the communities they serve to "Make Lives Better" by treating lucky individuals to something special.

Bank Five Nine is dropping hints on their social media platforms of Instagram and Facebook leading up to each Tim's Treat event, getting everyone excited and guessing where Tim might show up next. The hints could be about the location, date, community, time, or even the type of treat that Tim is planning to give away. The Bank is also sharing photos and videos of all the fun and excitement of each visit.

Tim Schneider, stated, "Bank Five Nine is excited to launch Tim's Treat and provide our communities with a special surprise each month. We believe that spreading kindness and positivity can make a big difference in people's lives, and we're thrilled to be a part of that. I can't wait to continue to make lives better by bringing some extra smiles into the communities we serve".

Furthermore, Bank Five Nine is launching a monthly social giveaway to encourage kindness and positivity among their communities. They're asking people to share how someone has made their life better recently, and at the end of each month, they'll select a winner from the comment section and reward them for sharing. They will be running this giveaway on their Facebook and Instagram pages each month.

"We want to encourage our communities to celebrate moments that have made their lives better," said Heather Dewey, Bank Five Nine Senior Marketing Representative. "It could be something big or small, as long as it has made a positive impact on your day! Even something as simple as someone holding the door open for you on your way out of a grocery store can make a difference. We want to share kindness and positivity."

The first Tim's Treat event happened on April 26th at Hot House Tavern in Menomonee Falls where Tim surprised over 20 tables of customers with gift cards to help purchase their lunch.

To stay updated about Tim's Treat and the monthly social giveaway, follow Bank Five Nine on social media. Bank Five Nine is excited to continue to spread joy and make lives better in their communities!

Photo: Tim Schneider at Hot House Tavern in Menomonee Falls for the first "Tim's Treat".

Headquartered in Oconomowoc, Bank Five Nine is a full-service community bank focused on meeting the financial needs of local businesses and individuals. The bank has served southeastern Wisconsin since 1859 and has 14 full-service branch locations and six loan offices. The bank's executive team and its 300 plus employees are committed to contributing to the success and vitality of the communities they serve.

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