



FOR IMMEDIATE RELEASE
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NORTH SHORE BANK REVEALS IMMERSIVE VIRTUAL REALITY COMMUNITY VAN SET TO DEBUT AT THE KENOSHA KINGFISH GAME JUNE 3

Community bank brings new experience to life at local community events statewide, partners with local vendors to outfit van activation

Brookfield, Wis. – [North Shore Bank](https://www.northshorebank.com) will unveil its first-ever virtual reality (VR) experience at the Kenosha Kingfish game on June 3, inviting customers and community members to step into what it means to “live your best life” through a fully immersive, 360° environment.

Participants will have the chance to step into a mobile VR van and explore three immersive environments designed to engage the senses and spark curiosity. North Shore Bank’s VR experience brings its community-driven commitment to people for a fresh, imaginative, and unexpected experience.

“We are excited to introduce our first-ever VR experience in Kenosha and then share it throughout the state at community events,” said Kate Johnson, vice president of marketing for North Shore Bank. “This initiative reflects our commitment to being much more than a bank, instead we’re here to bring unique and fun experiences to life. We can’t wait for our communities to discover, play, and explore with us.”

The VR van experience will be completely free to community members and showcases the possibilities of one’s best life – a nod to North Shore Bank’s current tagline of “Bank Your Best Life” – through immersive experiences. From tranquil forests and city streets to an underwater world, users can explore environments that transport them across land, city, and sea.

The bank’s VR experience will make appearances at community and bank events throughout the summer and fall months.

- Tue., June 3 – [Kenosha Kingfish – North Shore Bank’s Hot Dog Hundo Night](#)
- Sat., June 28 – [De Pere Art in the Park & Food Truck Rally](#) presented by North Shore Bank
- Sat., July 26 – [Brady Street Festival](#) – North Shore Bank’s stage in Milwaukee
- Sat., August 9 – [Greendale Village Days](#)

- Sat., August 16 – [Milwaukee County Zoo A La Carte](#) – North Shore Bank’s Wine Tent
- Thu., August 21 – [Germantown Music at the Pavilion](#) (Bella Cain) presented by North Shore Bank
- Sat., Sept. 13 – [North Shore Bank Shorewood Feast](#)
- Sun., Sept. 28 – [North Shore Bank’s Southside Dining Week’s Kick-Off in Milwaukee](#)
- Sat., Oct. 25 – [North Shore Bank’s Zoo Boo at the NEW Zoo](#) (Northeast Wisconsin Zoo)

North Shore Bank partnered with a number of local vendors on the creation of the van and VR experience, including game developers [Holosoft](#), [Van Life Custom Vans](#), [HQ Graphics and Wrap](#) and [NEWaukee](#).

Founded in 1923 and headquartered in Brookfield, Wisconsin, North Shore Bank is a mutual savings bank with assets over \$2.5 billion and 42 offices throughout eastern Wisconsin and northern Illinois. Wisconsin locations are in metro Milwaukee, Germantown, Ozaukee County, Racine, Kenosha, Appleton, Menasha, Green Bay and surrounding areas, Burlington, Union Grove, Muskego, and Door County. [Locate a North Shore Bank office](#). You can also connect with the bank on [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [TikTok](#).

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