Bank of Luxemburg Launches *BOL Cares* Volunteer Program and Major Re-brand to Support Community-Focused Mission

LUXEMBURG, Wis. (November 18, 2019) – Bank of Luxemburg launched their new *BOL Cares* volunteer program in conjunction with October’s national “Make a Difference” day and following the announcement of their new community-focused brand.

During the week of October 21st, now known to the bank as *BOL Cares* week, 27 Bank of Luxemburg employees spent their work day giving back to local non-profits including Kewaunee County Aging Resource Center, Humane Society of Sturgeon Bay, Green Bay Habitat for Humanity, Habitat ReStore and the Einstein Project. Collectively, the group donated over 200 hours of community service.

The launch of *BOL Cares* comes right on the heels of Bank of Luxemburg’s major re-brand this fall. The local community bank unveiled its fresh brand including a new logo, tagline, colors and a helpful illustrated spokesperson named Penny. “The rebranding initiative is a conscious effort to evolve, just as our communities do,” Bank of Luxemburg President Tim Treml shared. “We want to be a positive reflection of our ever-changing local customers, and we’re confident this new brand will propel us all to a brighter future,” he added.

Just like *BOL Cares*, Bank of Luxemburg’s new logo was designed to reflect the bank’s mission “to have a positive impact on people’s lives.” The dual gray curve serves as a modern “B” standing for “Bank.” The single vibrant orange curve serves as a modern “L” representing “Luxemburg” or “Life.” The overlapping letters signify their strong connections with both customers and the community. The new tagline *Your life. Your community. Your bank.*, also serves to further reinforce this mission.

In addition, Bank of Luxemburg’s re-brand includes updated outdoor signage, interior lobby signage, internal/external communication materials and staff apparel. More changes will be implemented as time progresses.

Offering full-service personal and business financial solutions since 1903, Luxemburg Bancshares, Inc. and Bank of Luxemburg have banking offices in Luxemburg, Green Bay, Dyckesville, Casco, Algoma, Kewaunee and Sturgeon Bay. For more information visit www.bankofluxemburg.com. Member FDIC. Equal Housing Lender.

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