

## Old Second Bank and CommunityFirst® Help Local Nonprofits

On February 19th Old Second Bank president James Eccher and CommunityFirst® marketing exec. Andrew Cirno are seen here delivering donation checks to the Directors LuLu Blacksmith of The United Way of Aurora, and Mr. Dave Hipp of The Aurora Foundation.

These donations are the first of many upcoming quarterly checks which will be generated for local nonprofit organizations through the ongoing CommunityFirst® program. The CommunityFirst® program has been in place since September at Old Second Bank and already has generated thousands of dollars in charitable donations to Bankcard holder's selected nonprofit organizations by directing these cardholders to shop at participating merchants.

Over 200 local merchants, 200 web based shopping partners, 70 national gift card merchants and thousands of restaurants are

participating as part of the CommunityFirst® program; a product of Consumer Benefit Services Inc. based in Naperville, Illinois. As the local sponsor of CommunityFirst®, Old Second Bank has seen strong growth in new accounts and increased usage in its Bankcard program since this program's inception.

Old Second Bankcard members who shop at participating CommunityFirst® merchant locations in the Old Second Bank trade area of Aurora and surrounding communities, receive personal loyalty reward points with every purchase, which they can redeem for great awards ranging from gifts to travel; while generating donations for their personally selected nonprofit organizations.

For information on joining CommunityFirst® as a merchant, customer or nonprofit organization contact Andy Cirno at 866.250.3716.

