



**To:** **Media Addressed**

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### **EVB's New "Financial Answer Center" Gives Consumers Trusted Financial Know-How**

TAPPAHANNOCK, VA—

EVB has announced the launch of the Financial Answer Center, a revolutionary online education system for all things financial. The Financial Answer Center provides customers with immediate answers to hundreds of financial questions and enables customers to download extensive Quick Guides to over 30 broad categories of information to help manage their financial life. Some of the topics covered include investments, retirement planning, cash and debt management, running a small business, planning for college and dozens more.

EVB's Retail Manager, Ann-Cabell Williams, says "Making important financial decisions is a lot like spring cleaning -- both processes can be intimidating and it's often difficult to know where to begin." The Financial Answer Center and its related tools, she explained, "help customers get their financial houses in order by providing the specific information they need easily and quickly."

The Financial Answer Center is provided free on EVB's website and is available to customers and non-customers alike. It was developed with a team of financial and educational content experts from Truebridge, Inc., a Boston-based financial marketing company.

Stewart Rose, President of Truebridge, said, “We are delighted to be associated with a forward-looking bank like EVB. Helping banks deepen their relationships with their customers is our mission and we’re pleased to provide EVB the financial education platform to make that happen.”

“With so much misinformation on the Internet,” adds Ms. Williams, “we believe our Financial Answer Center provides a valuable resource that people can trust as they look for answers to their financial questions.”

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*EVB is an independent, full-service community bank, providing a wide range of quality financial products and services for personal and business banking at more than 20 locations across Eastern Virginia. Member FDIC. Equal Housing Lender.*