



First Sound Bank

Immediate Release

Contact:
Therese Beale
Beale Communications
425.827.4121
tbeale@bealecommunications.com

First Sound Bank Wins Best New Campaign Award from United Way *Active bank leadership inspired first-year campaign*

SEATTLE, March 14, 2005 – First Sound Bank received recognition as the best new campaign for its outstanding first-year effort to support the United Way of King County. The bank received the award at the annual Spirit of Caring Awards ceremony held in February at Quest Field in Seattle.

Active support from bank leadership via emails and personal interactions with staff inspired the employees at First Sound Bank to generate an average of \$550 per donor. A presentation at the bank's open house in November motivated employees to get acquainted with United Way of King County and its Safety Net Fund.

Approximately 70 percent of the bank's donations were allocated to the Community Safety Net Fund, a flexible pool of donations that people entrust to United Way of King County. Donors are confident in United Way of King County's expertise to use this money to help people in crisis and to create long-term solutions to complex problems such as domestic violence and homelessness. Through the Community Safety Net Fund, United Way of King County assesses needs through data-driven research to address the community's most pressing priorities, which include ending homelessness and ensuring all children are prepared for success when entering kindergarten.

United Way of King County is a nonprofit community-impact organization supporting King County since 1921. Each year, select companies and people who show exceptional commitment to strengthening the community are recognized at the annual awards ceremony. Spirit of Caring winners are recognized within their industries and communities as leaders in making King County a better place to live.

About First Sound Bank

First Sound Bank is a Seattle-based commercial bank offering customized banking for small to medium-sized businesses and organizations in the Puget Sound region. Founded by a team of veteran local banking executives, First Sound Bank is committed to delivering personalized services, convenient access and competitive rates to support the needs of the local business community.

#####