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**Dedham Savings**  
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FOR IMMEDIATE RELEASE

## **November Isn't Just for Turkeys**

*Local Bank Says November is the Time to Switch Banks*

(Dedham, MA) Dedham Savings is making November a month to remember, not just for family gatherings and turkey dinners. The local community bank based in Dedham, MA is extending their popular "Switch Day" to "Switch **MONTH**", when consumers who move their checking accounts with direct deposit during November 2012 will get \$100 deposited to their new accounts by Dedham Savings.

**Consumers who take advantage of the program early in the month benefit the most.** When people make the switch between November 1-10, 2012 into a new checking with direct deposit, they will get \$100 deposited into their new Dedham Saving checking account: \$25 when the account is opened and an additional \$75 when the first direct deposit is received. And when current Dedham Savings customers refer a friend for a new checking with direct deposit, they will be eligible to receive \$25 per referral, with no limit on the number of referrals per customer.

According to Bank Chief Operating Officer, Gerard Lavoie, "The Bank sees this checking program as a way to get new customers, grow its deposit base, and put a little holiday spending money into the pockets of our new and loyal customers. Times are still tough, so we see this as one more way we can give to our community at a time of year when people are trying to do more with less."

The Bank makes moving a primary checking account easy by providing a *Switch Kit*, which helps consumers easily make the transition. Got direct deposit? The Bank will help move direct deposits to the new account hassle free. They'll also help to re-route bill pay accounts and anything else that is a customary transaction into or out of the former checking account. *Switch Kits* are available in all eight Dedham Savings branches where Switch Specialists will walk consumers through the process, which takes just a few minutes to complete. For consumers who don't often visit the Bank or can't make it there during regular business hours, a **FREE Switch Kit** may be downloaded and completed from the Bank's website at [www.dedhamsavings.com/switch](http://www.dedhamsavings.com/switch).

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