

**DRAFT FOR APPROVAL**

**MEDIA CONTACT:**

Sean McCormick Angelo D. Jones II

678.781.7210 678.781.3074

sean@williammills.com angelo@williammills.com

**Middletown Valley Bank Redesigns Bank Statements with HC3**

* *HC3 expands reach with first Maryland-based Bank -*

**Birmingham, Ala., March XX, 2021 –** Middletown, Md.-based [Middletown Valley Bank](https://mvbbank.com/) ($688 million in assets) updated the customer experience by leveraging HC3’s outsourcing for bank statements and loan statements. [HC3](https://hc3.io/) is a data-driven tech company that makes complex financial data practical, meaningful and attractive to consumers. By adding optimized delivery and design of customer facing bank statements, Middletown Valley Bank reinforces their commitment to their customer’s full banking experience.

Prior to partnering with HC3, Middletown Valley Bank worked with another vendor to deliver their printed and digital bank statements and loan statements. The bank ultimately changed vendors because of HC3’s expertise for both design and delivery. As a result of their partnership with HC3, Middletown Valley Bank enhanced their bank statement design to communicate targeted marketing messages to customers. By utilizing HC3’s open window envelope design, Middletown Valley Bank’s targeted messages are visible before opening the envelope. This statement delivery method ensures campaign visibility for the bank while providing important content to the consumer.

“HC3 assisted us in modernizing our bank statements while also making them a key component of our customer communication,” said Cody Hill, Banking Officer – Marketing Specialist at Middletown Valley Bank. “By using these required documents as marketing collateral, we were able to strengthen relationships while continuing to provide top-tier service.”

“Middletown Valley Bank continues to showcase how strongly they prioritize their customer experience by investing in a purposefully designed bank statement,” said Griffin McGahey, president of HC3. “We look forward to partnering with the bank to continue to support their growth and enhance profitability.”

#

**About Middletown Valley Bank**

Community Heritage Financial, Inc. is the parent company for its wholly owned subsidiaries, Middletown Valley Bank and Millennium Financial Group, Inc. (Mlend). Middletown Valley Bank is a full-service commercial and retail bank with locations in the Maryland counties of Frederick, Garrett and Washington. For more information, visit [www.communityheritageinc.com](http://www.communityheritageinc.com/) or [www.mvbbank.com](http://www.mvbbank.com).

**About HC3**

Headquartered in Birmingham, Ala., HC3 is a data-driven tech company delivering customer communications for our clients.  By managing complex data generated from multiple client systems, we help financial companies communicate with their customers in meaningful ways. HC3 offers focused solutions for statement and notice redesign, intelligent marketing campaigns, and seamless delivery of both print and digital communications. Through these solutions, HC3 empowers financial service organizations to give their customers a fully customizable document experience. For more information, call (877) 838-2345 or visit [www.hc3.io](http://www.hc3.io).