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For additional information please contact:
Gary Coltin, SVP, Retail Banking, Marketing & Public Relations
978-834-8518 gcoltin@theprovidentbank.com

HEAR YE, HEAR YE! TOWN CRIER TO MAKE DAILY PRONOUNCEMENTS DURING 2010 YANKEE HOMECOMING

**Town Crier to appear weekdays at Market Square; announcements read to support
Yankee Homecoming Parade**

(NEWBURYPORT, MA, July 9, 2010) – In a nod to history, the 2010 Yankee Homecoming Town Crier, The Provident Bank president and CEO Charlie Cullen, will make public pronouncements in Market Square each weekday from 12:00 to 12:15pm during Yankee Homecoming, July 26-30, 2010. Members of the community may request special announcements to be read for a \$10 donation to support the Yankee Homecoming Parade. “Town Crier for Hire” requests should be emailed to towncrier@theprovidentbank.com (requests must be submitted in advance and may be edited for content).

Earlier this spring, the creative new community campaign to elect a town crier for this year’s Yankee Homecoming raised over \$10,000 to support the annual festivities. The town crier position recalls the 1800s when Newburyport’s last town crier, Enoch Flanders, shared news from the courthouse with city residents in Market Square. In that spirit, Mr. Cullen, dressed in 18th century attire, tri-corner hat and commemorative bell in hand, will make announcements and share Yankee Homecoming news and events.

“The Town Crier is such a terrific idea, we decided to have some more fun with it while further supporting Yankee Homecoming,” says Charlie Cullen. “In addition to announcing Yankee Homecoming events, the Town Crier will make public declarations on behalf of others for a small donation, such as words of appreciation, birthday wishes ... who knows, we may even announce a marriage proposal!”

In addition to weekday appearances at Market Square, the Town Crier may attend other Yankee Homecoming events, such as Opening Ceremonies, Family Day at Maudslay, and as the leader of the Yankee Homecoming Parade. For more information, please visit www.yankeehomecoming.com

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