

Benton County NEWS

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Promoting seatbelt safety

Falcon National Bank hands out lifesaving message

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FOLEY — In partnership with Stearns-Benton Toward Zero Deaths Coalition's seat belt campaign, several Falcon National Bank branches raised awareness to seatbelt safety last week. Three of the bank branches, which included Foley, participated to promote safe driving.

"We've been handing out thank you cards and lifesavers to every client who comes through the drive thru with their seatbelt on," said Jenny Vanderweyst, Falcon National Bank Relationship Banker.

According to the Minnesota Department of Public Safety website, while 93 percent of Minnesotans are buckling up, about 40 percent of all motorists killed in crashes are not belted. That is an average of 105 deaths of unbelted drivers on Minnesota roadways each year.

"The majority of the drivers who come through are wearing their seatbelts," said Jennifer Volkmann, Falcon National Bank Customer Service Supervisor.

Brent Marshik, relationship banker, agreed.

"They were caught off guard when we handed them a thank you card and lifesaver," he said. "A bank isn't normally a place where someone would get thanked for being safe. They really appreciated the acknowledgement."

Customers were encouraged to share a photo of themselves with their gifts on the coalition's Facebook page as a way to encourage others to buckle up.

The event was part of the efforts Falcon National Bank arranged to support the Min-



Falcon National Bank employees Jenny Vanderweyst (from left), Jennifer Volkmann and Brent Marshik hold thank you cards and lifesavers Sept. 20 at the branch in Foley. Drive-thru customers who wore their seatbelts were given the items to acknowledge safe driving.

nesota Bankers Association Community Impact Week Sept 17-21. Bank branches in Richmond and St. Cloud joined Foley's efforts in the seat belt campaign while Ham Lake participated by hosting a food drive. The Isanti branch offered a day where customers were offered free document shredding services for the surrounding community.

In addition, all locations had staff participating in the United Way Day of Caring, Sept. 20, where they worked together with other volunteers on projects throughout the community.

Nelda Starr receives a thank you card and lifesaver for wearing her seatbelt Sept. 20 at the Falcon National Bank in Foley. Falcon National Bank branches participated in the Minnesota Bankers Association Community Impact Week Sept. 17-21.



PHOTOS BY ELIZABETH HOAG