

FOR IMMEDIATE RELEASE

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BCSB thanks the community with vacation giveaway
Lutherville resident wins “dream vacation”

BALTIMORE – Mark Laschinsky’s relationship with Baltimore County Savings Bank extends far beyond deposits and withdrawals. As the winner of this summer’s “Vacation of Your Dreams” contest at Baltimore County Savings Bank (BCSB), stopping by his local Lutherville branch never paid so well.

Laschinsky owns his own contracting company and relies on BCSB for both his business and personal banking needs. At the urging of the Lutherville branch manager, Laschinsky filled out an entry form for the chance to win his choice of either a Disney trip, a seven-day Norwegian line cruise or a ski getaway, then promptly forgot all about it.

“When BCSB called to let me know I won, I was so surprised,” Laschinsky said. “I can’t decide which vacation I want to go on, let alone the lucky person I get to bring.”

According to BCSB, the promotion stemmed from the idea to reward existing customers, as well as new customers, with the opportunity to choose their own dream vacation rather than advertising a trendy incentive for new accounts. “We keep a strong focus on maintaining healthy relationships with our banking family,” says Joe Bouffard, BCSB President and CEO. “This was a fun way to thank the community for its support over the past 52 years.”

Trip winner Laschinsky concurs. “When I walk into BCSB, I’m recognized by name,” says Laschinsky. “I’ve had a relationship with the bank for 20 years because I know my business is in good hands. I feel like I’m somebody with BCSB, not just another nameless customer.”

Founded in 1955, BCSB Bankcorp, Inc. is the holding company of Baltimore County Savings Bank, FSB. BCSB provides regional community banking solutions through 18 locations across the Baltimore metropolitan area. BCSB Bankcorp, Inc. became a publicly traded mutual holding company in July 1998. For more information, visit www.baltcosavings.com.

CAPTION:

Baltimore County Savings Bank president Joe Bouffard presents “Vacation of Your Dreams” winner Mark Laschinsky with his prize certificate.