



## **Ridgewood**

### **For Immediate Release**

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## **Investors Bank Expands in Queens County by Opening a Branch on Myrtle Avenue in Ridgewood**

*Appoints Long-time Resident Susan Placella to Manage its Seventh Location in the Borough*

Ridgewood, Queens (February 11, 2016) – [Investors Bank](#) has selected long-time Queens resident **Susan Placella**, an experienced banker and an advocate for community-based nonprofits, to manage its new branch at **58-25 Myrtle Avenue** in Ridgewood. Ms. Placella and her branch team have invited everyone in Ridgewood to visit Investors' Myrtle Avenue branch during the "Grand Opening Week," which will run from Saturday to Saturday, February 13<sup>th</sup> to 20<sup>th</sup>.

During the celebration, individuals can visit the Myrtle Avenue branch to enjoy refreshments, open a bank account, talk personal investing or home mortgage specialists and enter the daily drawing for "Grand Opening Week" prizes. Adults, who are 18 years of age and older, can win such prizes as flat screen TVs, iPads<sup>®</sup>, Apple<sup>®</sup> watches, or a \$1,000 Visa gift card.

To make banking more convenient for consumers and small businesses in Queens, Investors Bank now has seven, full service branches in the Borough. There are three branches in Astoria -- 31<sup>st</sup> and Steinway Streets and on Broadway -- as well as locations in Bayside, Richmond Hill and Whitestone.

In announcing the new Myrtle Avenue branch, Investors Bank Sr. Vice President and N.Y. Regional Manager Ana M. Oliveira said, "Our mission is to provide exceptional service to our customers, develop our employees' capabilities and assist the local communities we serve. We know that Susan can succeed in each of those areas. She has experience opening and growing new branches by helping individuals and companies achieve their financial goals. Also throughout her banking career, Susan has encouraged and guided the people on her branch teams to achieve their potential by developing new skills and taking on greater responsibilities."

Ms. Placella is charged with growing the bank's business by attracting new customers and managing the day-to-day operations. Before joining Investors Bank, Ms. Placella served as manager and vice president of a Citibank branch in Nassau County, N.Y. Previously, she managed bank branches in Ridgewood and Middle Village, Queens for Capital One Bank. During her banking career, she participated in and supported many community-based, not-for-profit activities in the Borough.

During the extended Grand Opening period, which continues until March 17, Investors' Ridgewood branch is offering special banking incentives to consumers and businesses. For example, local companies may earn a promotional interest rate that comes with a six-month guarantee by opening a business checking account. To earn the special interest rate, a minimum deposit of \$10,000 is required. Also available to consumers and businesses is Investors' 13-month CD with an IRA option, which comes with a promotional interest rate as well.

#### **Corporate Office**

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Additionally, Investors and its Ridgewood branch have formed alliances with two local nonprofit organizations. During the Grand Opening period, when an individual or business opens a new deposit account at the Myrtle Avenue branch, the bank will donate \$25 to one of the nonprofits. The customers can choose to have the contribution earmarked for:

- Peter Cardella Senior Center – the organization’s mission is to enrich and empower the lives of senior citizens by providing a multi-service senior center with a wide range of resources and services. The goal is to promote healthy, productive aging with dignity and ties to the community.
- Associazione Culturale Italiana Di New York – The group’s mission is to honor and celebrate the Ridgewood Community and Italian Culture. Several musical events and other performances are held each year and all are welcome to attend.

A great incentive to stop by Investors’ newest branch in Queens is the “\*Grand Opening Sweepstakes Week.” Starting on February 13<sup>th</sup> and continuing all week, there will be daily raffle drawings for these fantastic prizes at the Ridgewood location:

- Saturday, Feb. 13 - two Samsung 42” LCD TVs
  - Tuesday, Feb. 16 - two iPad<sup>®</sup> Air Tablets
  - Wednesday, Feb. 17 - four Kindle Fire<sup>®</sup> Tablets
  - Thursday, Feb. 18 - three Apple<sup>®</sup> Watches
  - Friday, Feb. 19 - two Nespresso<sup>®</sup> Coffee Machines
  - Saturday, Feb. 20 - \$1,000 Visa Gift Card
- \*Some restrictions apply. See contest rules at the branch for more details.

For a chance win, enter the raffle before 3 PM on weekdays, before 1 PM on Sat., Feb. 13, and by noon on the final day of the drawings, which is Sat., Feb. 20!

Open from Monday through Saturday, with extended hours, the Myrtle Avenue branch has an experienced staff and 24-hour ATMs to serve the neighborhood. The banking services include deposit accounts, home mortgages and home equity loans, personal investing and life insurance products, merchant services, remittances and much more.

For more information about the Ridgewood branch opening, contact Investors Bank’s Assistant Vice President and Branch Manager Susan Placella at 718.628.8391.

**About Investors Bank**

Investors Bank is a full-service commercial bank that has been serving customers since 1926. With more than \$20 billion in assets and over 135 retail branches in New York City and on Long Island as well as New Jersey, Investors Bank delivers personalized services and products tailored to the needs of its customers. Investors’ consumer banking services include complete deposit products, mobile and online banking, home equity loans and lines of credit and a full array of mortgage loans.

Serving the business community, Investors provides deposit accounts, cash management services, merchants services, business loans and lines of credit, and commercial real estate financing solutions to small and middle market companies, professional services firms, municipalities and a broad range of businesses.

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Investors Bank. Member FDIC and Equal Housing Lender. Investors Bank's website is [www.myinvestorsbank.com](http://www.myinvestorsbank.com), and the Bank can be followed on Facebook and Twitter.