



## **MEDIA RELEASE**

For immediate release: October 15, 2018

### **Honor Bank to Open New Downtown Traverse City Location**

**Honor, Michigan** – To better serve our growing number of business and individual banking customers in Traverse City, Honor Bank announces the upcoming opening of a new Traverse City branch at Union & 8th, centrally located in the downtown business district.

Honor Bank is excited to announce that we will be opening a new branch location in downtown Traverse City. The expected opening date is April 1, 2019. This new branch will be located at the intersection of Union Street and 8th Street in the building that formerly housed Urban Diversions.

The new Union branch will offer centrally located convenience for our Traverse City customers and free parking to ensure easy access even during the busiest seasons. Plans include a 24-hour ATM and a walk-up night deposit drop for businesses and individuals needing to make deposits after hours.

As Honor Bank has recently expanded our business banking operations and more Traverse City businesses are banking with us, the new Honor Bank Union branch will offer a convenient location for Traverse City businesses to do their day-to-day banking with a local, community bank.

While Honor Bank has been headquartered in Honor, Michigan for over 100 years, Traverse City has become one of our main markets. We'll always be based in Honor, but our team is committed to remaining a community bank for the entire northern Michigan region. Many community banks throughout the region have been purchased by larger regional banks, making our business model unique in the area. As a community bank, Honor Bank is able to provide flexibility and a level of service not available from a big bank.

### **About Honor Bank**

Honor Bank has been serving businesses and people in northwest Michigan since 1917, with offices in Bear Lake, Benzonia, Buckley, Copemish, Honor, Lake Ann and two in Traverse City. For more information, visit [myhonorbank.com](http://myhonorbank.com) or follow Honor Bank on Facebook, LinkedIn and Twitter. Member FDIC.

### **For More Information Contact:**

Norm Plumstead  
231.346.1814 | [normanp@myhonorbank.com](mailto:normanp@myhonorbank.com)