

**MARTHA'S
VINEYARD
BANK**



PRESS RELEASE
For Immediate Release

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Martha's Vineyard Bank Announces "Lift Merchant Discount Match" is Back for the Holidays

Edgartown, MA – Martha's Vineyard Bank announced today the "Lift Merchant Discount Match" is back for the holiday season and encourages holiday shoppers to Shop Local with Lift.

The online store, located at lift.mvbank.com, originally launched last year and has exceeded \$661,000 in sales for Lift Certificates for local merchants.

How Does it Work?

Consumers purchase Lift Certificates at the Lift Store – lift.mvbank.com. Martha's Vineyard Bank matches the discount from participating businesses, from 10% up to 25% depending on the type of business, and it also absorbs the full cost of setting up and running the Lift Store.

For example, if a merchant offers a \$100 Lift Certificate at a 10% discount, the Bank will match with another 10%, so the consumer gets a \$100 gift certificate for \$80. With the Bank's match, the retailer gets \$90.

About Martha's Vineyard Bank

Martha's Vineyard Bank is a full-service bank headquartered in Edgartown, Massachusetts. Services offered include business and personal banking, trust, and investment services. The Bank operates 10 locations (plus Martha's Vineyard Investment Advisors) and 16 ATMs on Martha's Vineyard and in Falmouth, MA. Martha's Vineyard Bank reports \$1.03 Billion in total assets as of December 31, 2020. Bank deposits are fully insured through the Federal Deposit Insurance Corporation (FDIC) and the Depositor's Insurance Fund (DIF). Investment services provided by Martha's Vineyard Investment Advisors, a wholly-owned subsidiary of Martha's Vineyard Bank. www.mvbank.com

For more information visit www.mvbank.com or contact:

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