



**FOR IMMEDIATE RELEASE**

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***VILLAGE BANK HOSTS CASH MOB EVENT  
AT LITTLE BEAN COFFEE CO. ON SMALL BUSINESS SATURDAY***

*Midlothian, Virginia* – Village Bank, a community bank serving the greater Richmond area and Williamsburg, is giving some of their small retail business clients a boost by hosting monthly Cash Mob events to bring more customers into their shops. Having received recognition for its focused efforts to help small businesses secure PPP loans early on in the COVID-19 crisis, Village Bank continues to look for ways to help those businesses bring back customers.

**November Village Bank Cash Mob**  
**Little Bean Coffee Company**  
**7032 Mechanicsville Turnpike, Mechanicsville, VA 23111**  
**Saturday, Nov 28, 2020 from 1:00 – 3:00pm**

Cash Mobs are events designed to encourage people to shop local by incentivizing shoppers with a monetary gift for the first (i.e. 50) customers to arrive at the event. The Village Bank Cash Mob offers customers \$5 in Village Bank Bucks to go towards their purchases. Building off of the concept, Village Bank is also offering customers the opportunity to vote for one of three non-profits featured at the event to receive a \$250 donation.

“Local businesses continue to ramp up their efforts working towards economic recovery in the wake of COVID-19 shut-downs. We wanted to look for more ways to help those businesses beyond the help we offered with PPP loans,” says Valenda Campbell, Director of Marketing at Village Bank. “Cash Mobs are not an original idea, but we felt with the Village Bank twist of helping to support local non-profits at the same time it would be a Win-Win-Win situation. Also, this month we are holding the Cash Mob on Small Business Saturday so we hope the community embraces the spirit of the idea and comes out to support their neighbors.”

The selected non-profits featured this month are, the Bon Secours Mercy Health College of Nursing, Hanover Christmas Mother and The Cultural Arts Center at Glen Allen. They will be



vying for the \$250 donation from Village Bank based on which one receives the most number of votes from customers. At this month's event, customers will receive one voting chip upon arrival to the event, and additional voting chips for every \$5 they spend at the event over and above the Village Bank Bucks.

Village Bank plans to continue the monthly Cash Mob events through June 2021. Each month's location is announced on Village Bank social media channels approximately two weeks in advance.

The local businesses and Village Bank will work together to make sure all required COVID precautions are followed so that everyone can have a fun, safe shopping experience.

*About Village Bank:*

*Village Bank has been serving the Greater Richmond area since 1999 and currently operates in nine branch locations, including Williamsburg, VA. The Bank is known for its dedication to customer service and its branch promise, "You're a Neighbor, Not a Number". In addition to providing a full range of personal and business deposit and lending solutions, the Bank operates a full-service residential mortgage division, Village Bank Mortgage.*