



FOR IMMEDIATE RELEASE

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VILLAGE BANK AND LITTLE BEAN COFFEE CO. PRESENT CHECK TO LOCAL NONPROFIT FOR CASH MOB WINNER



From Left to Right: Amanda Porch (Village Bank Commercial Relationship Manager), Jennifer Goins (Bon Secours College of Nursing Senior Gift Officer), Jane Castelvechi (Bon Secours College of Nursing, Coordinator Alumni Relations), Jenny Schools (Village Bank Branch Manager of Mechanicsville), and Jett Odle (Co-Owner of Little Bean Coffee Co.)

Midlothian, Virginia – Village Bank, a community bank serving the greater Richmond area and Williamsburg, and Little Bean Coffee Co., a local small business located in Mechanicsville awarded Bon Secours College of Nursing with a \$500 check as the winners of the November Village Bank Cash Mob nonprofit drawing. Each month Village Bank and a local business host the Village Bank Cash Mob to encourage customers to buy local. During the event, customers can vote between three nonprofits to win a donation from Village Bank. Little Bean Coffee Co. graciously matched the prize making the total donation of \$500.



Cash Mobs are 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 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. The recent Cash Mob event was held on Small Business Saturday encouraging the community to embrace the spirit of the idea and come out to support their neighbors.”

Little Bean Coffee Company saw double the volume of costumers compared to other recent Saturdays. The added voting features on the Little Bean mobile app gave customers an additional option to participate while being socially distant during COVID-19 precautions. “Being able to highlight a local business during a pandemic, while giving back to an organization that is teaching frontline workers is an amazing way to build a stronger community” says Stephen Lock, Community Engagement Manager at Village Bank. 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.

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.