



America Saves Week is February 20 – February 27, 2011.
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2010 Roll in the Dough Results

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\$7.3 MILLION SAVED IN JUST TWO WEEKS

Over 1,600 individuals participated in the Roll in the Dough Saving Campaign

Columbia, MD (April 22, 2009) – The **Maryland Saves “Roll in the Dough”** Savings Campaign, which ran from February 24 through March 8, encouraged saving habits while offering a \$1,000 Certificate of Deposit in a lucky drawing for participating savers. Over 1,600 individuals participated in this two-week campaign which was devised to stimulate area residents to initiate or increase their current savings to reach their personal goals.

Mr. Charles Wagner, Executive Vice President of Slavia Federal Savings Bank drew the lucky winner at a ceremony at the bank’s Bel Air, Maryland headquarters. Diane Lonergan, a customer of FedChoice Federal Credit Union’s Philly Service Center, won a \$1,000 Certificate of Deposit. Zaghary McHugh of The Columbia Bank’s Gateway Plaza Branch won a \$500 Certificate of Deposit, and six more lucky participants received \$100 each in cash prizes.

“Roll in the Dough” coincided with American Savings Week which was celebrated across the country during the last week of February. America Saves is a national non-profit organization designed to encourage savings habits among Americans. 70 branches of seven local financial institutions serving Maryland, District of Columbia, Virginia and Pennsylvania participated in the campaign. They are The Columbia Bank, FedChoice Federal Credit Union, HEW Federal Credit Union, M&T Bank, Municipal Employees Credit Union (MECU), Slavia Federal Savings Bank and TD Bank. Individuals visiting a participating location during the campaign could enter a free lucky drawing to win a \$1,000

one-year Certificate of Deposit. Neighborhood Housing Services of Baltimore, Housing Opportunity Commission of Montgomery County are community partners, offering free financial education classes and promoting the idea of savings to their clients in Baltimore City and Montgomery County. The Federal Deposit Insurance Corporation (FDIC) provided piggy banks made from recycled US currency to children at participating campaign locations.

Results of 2010 “Roll in the Dough” Campaign

FedChoice Federal Credit Union’s Philadelphia Financial Service Center has the highest number of participants. The Columbia Bank’s Ellicott City Branch opened the highest number of new accounts and has the highest total amount saved. The branch staff will receive recognitions from the campaign.

Total number of participants: 1,666

Total number of new saving-type account opened: 229

Total amount saved (additional deposits): \$7,278,206.27

Total amount of Long-term savings: \$5,999,625.01

Over \$7.3 million saved in just two weeks – page 2

In order to determine how much of the amount saved would remain in a savings-type account after the campaign, participants were asked if they were depositing into a CD or IRA accounts. The result shows that nearly \$6 million is long-term savings.

“We are very encouraged by the results of the campaign,” said Joan Lok, founder and chairperson of the campaign, “The art of saving money is a learned habit. We hope that the savers who opened new saving accounts will continue to save. We plan to conduct the Roll in the Dough Campaign every year to demonstrate the power of motivation to help people reach their financial goals.”

Coloring Contest Winners

To engage young persons and the next generation of savers, the campaign created a Facebook fan page, www.facebook/rollinthedough. It also created the first Roll in the Dough Coloring Contest for artists 12 and under. The entry artwork was designed by the campaign Chairperson Joan Lok who is also a renowned local fine artist. The campaign received over 40 entries. Barbara Sumney, Community Reinvestment Officer of The Columbia Bank and Joan Lok jointly selected the winners. Seven year old Emily Mongan of Hagerstown and 11 year old Caroline Copes of Bel Air won the contest for the under 8 years old

and 8 to 12 years old age groups. “Emily’s choice of coloring the pigs in brown instead of the usual pink caught my eyes,” Joan Lok said, “Her use of multiple shades for different coins and bills shows great creativity.” Barbara Sumney enjoys Caroline’s bold use of colors in her artwork. Both artists will each receive a \$100 savings.

For more information about the results of 2010 “Roll in the Dough”, contact Joan Lok, Campaign Chair, jlok@fdic.gov, 410-872-9024 x 4032. America Saves Week, www.americasavesweek.org. Maryland Saves, www.maryland-saves.org