



mcdougall & duval
ADVERTISING

For Immediate Release

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READING CO-OPERATIVE BANK SIGNS ON WITH MCDOUGALL & DUVAL ADVERTISING

(AMESBURY, Mass., February 9, 2011) – McDougall & Duval Advertising (mcdougallduval.com), an award-winning advertising, marketing and public relations firm located in Amesbury, Mass., today announced it has been retained by Reading Co-operative Bank (readingcoop.com).

The agency will assist Reading Co-operative Bank with its marketing efforts, including advertising, direct mail and public relations campaigns. McDougall & Duval is charged with increasing awareness of the Bank, its current products and services, and future initiatives.

“Our team has admired Reading Co-operative Bank for some time because it is a particularly progressive and innovative institution,” says Dan Duval, CEO of McDougall & Duval. “We’re looking forward to employing our creative and strategic solutions to spread the word about Reading Co-operative Bank and differentiating it from the competition.”

ABOUT READING CO-OPERATIVE BANK

Reading Co-operative Bank is a community bank founded in 1886 on the principle that profit and growth go hand in hand with responsible banking and service to the community. Bauer Financial, Inc. has honored them with the Five-Star Award for Excellence for the 73rd quarter running. The Bank has offices located in Reading, North Reading, Wilmington and Woburn.

ABOUT MCDOUGALL & DUVAL ADVERTISING

McDougall & Duval Advertising is an independent advertising, marketing and public relations agency that serves as a strategic business partner to help clients gain market share. Known for the creativity of its concepts and the award-winning campaigns it delivers, the firm combines big ideas that challenge conventional wisdom with proven promotional strategies. One of the few remaining independent agencies in New England, McDougall & Duval has worked with companies in the banking and finance, tourism, education, manufacturing, technology and entertainment industries. For more information, visit mcdougallduval.com.

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