



October 4, 2016

Dear Mr. James Hand,

Did you know that students who have a savings account dedicated for education are more likely to enroll in college? Or that saving has been linked to an improved outlook on life, greater social engagement and decreased risk-taking behaviors? And the positive aspects of saving don't end there. Knowing how to save is an important prerequisite to borrowing -- a lesson made painfully clear by the recent economic crisis.

To help students commit to a life-long savings habit, Biddeford Savings has an exciting new opportunity for Massabesic High School students aged 13-18: the Lights, Camera, Save! video contest. This video contest is a unique competition that encourages teens to use video to explore the value of saving and inspire others to become lifelong savers.

We are joining local banks across the country in hosting the first level of the competition to select a winner to represent our bank on the national level. Local winners will receive \$250 or \$100. National winners will receive \$5,000, \$2,500 or \$1,000 U.S. toward their savings goal. For more information, visit LightsCameraSave.com.

Your role is simple: sharing the contest information with your students and their parents. Biddeford Savings would be responsible for accepting entries, fielding questions and all other related activities. I've enclosed the contest's official rules for your reference.

Thank you for considering this request. I'm confident that your students will benefit from participating in this contest. Please contact Betsy Boudreau (207) 571-5610 or Bethany Stone (207) 571-5613 with any questions or to begin planning the details. We look forward to the opportunity to engage your students in savings education.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles Petersen", written over a light blue horizontal line.

Charles Petersen
President & CEO



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