

News Release



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Associated Bank Partners with United Way to provide school supplies to children in need

Photo caption: Associated Bank and United Way staff stand in front of the boxes of school supplies collected through the Stock the Box campaign. Front row (left to right): Ben McCarville, Shawn Kessler, and Ryan Taylor of Associated Bank. Back row (left to right): Rebecca Schimke, United Way; Sandra Searl, Jean Smith, Denice Menos, Christopher Piotrowski, Cindy Lorentzen, Jill Wiess all from Associated Bank and Annie Hernandez, United Way.

Milwaukee, Wis. – October 6, 2015 – This year, in addition to making a traditional United Way Campaign pledge, Associated Bank colleagues and customers participated in a unique project to stock boxes with school supplies for children in need.

The “stock the box” campaign kicked off on September 16 when every Associated Bank colleague received a co-branded Associated/United Way box to fill with essential school supplies, such as pencils, crayons, notebooks, rulers, and more. The bank’s branch offices also received additional boxes for customers to fill. A total of 123 stocked boxes were delivered to the local United Way office for use with education-based agencies and programs this school year.

As part of Associated Bank’s commitment to volunteerism, colleagues participate in *Days of Caring*, which are focused volunteer efforts held during the United Way Campaign. Associated’s Milwaukee area colleagues volunteered to gather the boxes stocked with school supplies from local Associated Bank locations and deliver them to United Way.

“Associated Bank is partnering with United Way to help give the gift of education to children in need by providing school essentials,” said Christopher Piotrowski, Executive Vice President, Chief Marketing Officer and United Way Corporate Campaign Chair at Associated Bank. “These basic learning tools can make a difference in the lives of help young students be successful in school and make a difference in our community.”

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"United Way believes that education is the cornerstone of individual and community success," said Jayne Thoma, Vice President of Volunteer Engagement at United Way of Greater Milwaukee & Waukesha County. "We thank Associated Bank employees throughout our region who have generously donated school supplies to help local youth participate and succeed in school."

Comparable activities are underway throughout Wisconsin where Associated operates branches and offers a wide range of financial services.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$27 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services in over 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

ABOUT UNITED WAY

United Way, a worldwide movement in 41 countries and territories, includes more than 1,200 local organizations in the United States. It advances the common good by focusing on education, income and health – the building blocks for a good quality life. LIVE UNITED is United Way's call to action for everyone to give, to advocate and to volunteer to improve conditions in their local community. For more information about United Way, please visit: UnitedWay.org.

ABOUT UNITED WAY OF GREATER MILWAUKEE & WAUKESHA COUNTY

United Way of Greater Milwaukee & Waukesha County improves our community by mobilizing people and resources to drive strategic impact in Education, Income and Health – the building blocks for a good quality of life. Learn more at: <http://www.unitedwayGMWC.org>

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