



Country Bank of NY marks 30th anniversary with new branding program

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New York, NY In honor of its past, Country Bank of New York is looking toward the future by rolling out expanded services and unveiling a fresh new identity to mark its 30th anniversary. The community bank will also offer special promotions and events in appreciation of its loyal customers and business partners.

As one of the few family-controlled banks, Country Bank remains true to the vision that it is a city bank with country values. “Throughout the three decades that Country Bank has been existence, the core mission of the organization has remained the same—to be a community bank in every sense,” said chairman Joseph Murphy.

Country Bank’s new branding effort assures neighbors and businesses that “Here You Are Family.” Carolyn Murphy, vice president and CMO said, “As we reach this milestone, we reflect on the role that Country Bank has played in the lives of our fellow New Yorkers. It is these personal relationships that inspired our message of ‘Here You Are Family.’”

The bank was formed in April 1988. Murphy joined the Country Bank board of directors in Carmel, NY. Murphy’s strong background in investment real estate led him to open the bank’s first New York City branch at Woodlawn followed by locations in Riverdale, Scarsdale, Second Ave. and the flagship branch located on Third Ave. between 41st and 42nd St. The five branches currently have a total staff of 60 employees with over \$675 million in assets and over \$60 million in capital.

Carolyn also said the bank’s website address has been changed to CountryBankNY.com to further reflect its New York connection and the redesigned website is in the works which will offer improved navigation.

“Technology has transformed the way customers choose their bank,” said president and CEO Joe Murphy Jr. “With online banking they don’t even need to live near a branch. They also expect to instantly and easily manage their money on the move. The Country Bank mobile app and telephone banking allow them to complete transactions in minutes. They can also receive or send money to family quickly with P2P Pay.”

The bank strongly believes in exemplifying solid corporate citizenship within the communities it serves. Country Bank fosters and values the spirit of volunteerism and the Murphy’s have been members of Board of Directors for many not-for-profit and charitable organizations. In 2016, the

Bank was awarded the Outstanding Corporate Philanthropy Award by the Association of Development Officers for its support of Westchester nonprofits and their causes. In June 2018, Country Bank will be receiving the Burke Award from Burke Rehabilitation Hospital in recognition of its longtime support of the medical institution as it continues to expand its excellence of healthcare to the New York community.

In memory of their son and brother Chris, the Murphy family continues to be crusaders for the Naomi Berrie Diabetes Center and Juvenile Diabetes Research Foundation. Joe has remained loyal to his alma mater, Iona College, by donating The Murphy Science and Technology Center, The Iona College Art Center, Christopher J. Murphy Auditorium and Mazzella Field named after JoAnn Murphy's parents.

"One of the things we're most proud of over the years is our company-wide commitment to the betterment of our communities," said Murphy. "From the very beginning our family has wanted to give back in a meaningful way and we definitely attribute our strong and expansive community connections to our continued success over the past 30 years."

Murphy said, "We are excited to celebrate with our bank patrons, staff and bank branch neighborhoods who have all contributed to the lasting success of Country Bank. Our leadership team possesses a lifetime of business, real estate, and banking experience that allows us to provide steady leadership for Country Bank as we look ahead to what the next 30 years will bring."

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