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LifeStore Turns Pink

West Jefferson, NC - During the month of October in support of Breast Cancer Awareness LifeStore Bank is turning pink. LifeStore is planning events and promotions to raise awareness of this disease.

According to the High Country Breast Cancer Foundation, one in eight women will be diagnosed with breast cancer in their lifetime and it is the second leading cause of death among women.

On Wednesday, October 10 you are invited to stop by any LifeStore Bank for "Pink Out Day." Employees will be decked out in their favorite pink attire and you can enjoy pink refreshments. Each of the Banks will also have an angel tree on display. The angel tree is in honor or in memory of someone with breast cancer. For only a \$1 donation to the High Country Breast Cancer Foundation you can honor a victim of breast cancer. Go in any LifeStore Bank location today and place an angel on the tree.

LifeStore is also making a donation to the High Country Breast Cancer Association for every Hometown Business, Premier, Assurance, Commercial or Summit account opened during the month of October.

"This non-profit organization helps people here in the High Country and all the money raised will help our local families," commented Judy Current, Director of Strategic Growth and Marketing for LifeStore Bank.

For additional events planned this month, please see www.hcbcf.org.

LifeStore dates back to 1939 when its founders saw the need for a local building and loan association to help people purchase or build new homes. Today LifeStore Bank operates locations in Ashe and Watauga Counties and insurance offices in those counties as well as Alleghany, Wilkes, Surry and Caldwell Counties.

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