

DECEMBER: WESTWOOD REOPENS LOBBY!

On December 10th the Lobby of our Westwood facility was reopened for our Customers. We celebrated by giving away some really cool (Get it!) winter themed reusable tote bags. We established the Westwood branch right after the merger of St. Cloud and St. Cloud Township and we enjoy being "Westwood's Own Bank" providing convenient service and support of the Westwood Community.



LIBERTY NEWS AND YEAR IN REVIEW 2024

We want to thank all of our valued Customers for making 2024 another exciting year of banking activity and community involvement. We look forward to serving you in 2025 and beyond. Here are some highlights from 2024 and upcoming events and news for 2025:

MARCH: CMBA HOME SHOW

Once again, Liberty participated in the annual CMBA Home Show at the Rivers Edge Convention Center in Downtown Saint Cloud. Liberty has been involved with the Home Show every year since its inception. The opportunity to talk to so many current and potential homeowners is something we look forward to every year. Come see us at the 2025 CMBA Home Show March 8 and 9, 2025!



MARCH: BIG LAKE EXPO

Every year the Big Lake Chamber hosts the Big Lake Expo in the High School gym. This is an opportunity to see local businesses up close and enjoy entertainment and a Farmers Market. 2024 marks the fourth year Liberty has participated. Each year we support the event by giving away a really fun item, which results in a constant line when the doors open. We really enjoy meeting so many Big Lake folks and supporting this very worthwhile event.



MAY: CMBA RISE AND SHINE

Liberty hosted The CMBA Rise and Shine meeting in May. This is an opportunity for industry professionals to learn about important topics. We invited a representative of the St. Cloud Police Department to discuss protection of personal information and how to avoid ID theft issues. Attendees appreciated the timely information presented and experienced the Liberty Vault Room.



COMING SUMMER 2025: SUMMER IN THE LAND OF LIBERTY SHIRTS

Over the years, the shirts we have given away have totaled well over 10,000. It is always a day brightener to see them when we are out and about. In Spring 2025 we will be giving away the 2025 version of our summer T-Shirts at all of our locations while supplies last. Its really fun to see people wearing these shirts that represent our shared memories of Liberty activities in our Communities.



THE VAULT ROOM

Liberty has been proud of all of our Community Involvement over the years. When we built our new headquarters on 2nd Street in St. Cloud it was suggested we create a community space and display all of the memorabilia, artwork and recognition from all of these activities. The result was a room we call "The Vault". In addition to hosting many meetings the room includes walls covered with autographed items, vintage posters, stage costumes and more. There is even a tin roofed stage! The room is open to the public during regular business hours. Feel free to stop by and just look around. We think you'll be amazed at the collection.



MAY: CUSTOMER SEMINAR

On May 14th, we hosted a Customer seminar on protecting your personal information and concerns about ID theft. Unfortunately, this is an important topic in our world and attendees appreciated the timely information. If you have any questions about protecting your personal information contact us, we're here to help!



JUNE: BIG LAKE MUSIC IN THE PARK

Liberty was a participant in the first Big Lake Music in the Park event on June 6th. Every year the City of Big Lake presents this Summer Concert Series on Thursday nights. It is a wonderful summer night out along the lakeshore and we were happy to sponsor the kickoff event!



JUNE: WJON STUMP THE PANEL

On June 27th, Liberty hosted the WJON radio program "Stump the Panel" which is a great trivia call-in show every Thursday Morning on WJON 1240 AM and 95.3 FM. Many of the usual callers asked their question in person as the entire WJON morning show took place live in our Vault room. Watch for it in 2025 and join us for a fun morning!



JUNE: LIBERTYVILLE! IN SARTELL

The 10th Libertyville! event took place on June 7th in the Sartell City Hall Parking Lot. Liberty provided music, inflatables, and activities like face painting, temporary tattoos, crazy hair and balloon animals for this kid-focused event. The 2024 event produced the largest crowd in its 10-year history and we enjoyed the opportunity to provide a safe, free and fun event.



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JULY: ROCK THE RIVERSIDE IN SAUK RAPIDS

On July 11th, 2024 Liberty sponsored the weekly Rockin' the Riverside event in Sauk Rapids. This event occurs weekly throughout the summer at The Clearing, a beautiful facility and concert venue on the Mississippi River. We enjoyed participating in this event and we provided a temporary tattoo artist and tossed hundreds of t-Shirts into the crowd.



JULY: MONTICELLO MUSIC ON THE MISSISSIPPI

The City of Monticello provides summer concerts at West Bridge Park on the Mississippi. Liberty has been a proud sponsor of this activity since its inception. For the summer of 2024 concert the event was temporarily moved to Ellison Park due to significant Downtown construction. This did not prevent a large crowd from attending and enjoying food, music and a great summer night.



OCTOBER: SARTELL MONSTER DASH

In October we participated in this wonderful event which includes a 5K run and a great Halloween themed event in the Sartell Community Center. Liberty was a sponsor and handed out nearly 1500 Liberty Halloween bags. They could then make the trip around the open gym and get treats from area businesses. It was nice to see so many friends and Customers there!



OCTOBER: MONTICELLO DOWNTOWN TRICK OR TREAT EVENT

Liberty was the sponsor of the Monticello Downtown Trick or Treat Event along Walnut street in October. The huge crowd began their search for Halloween goodies by picking up their free reusable Liberty Halloween Bag at one of two locations. A large number of trick or treaters enjoyed the event despite the significant amount of rain. It was really fun to see so many families taking part in the event and it was our honor to be the sponsor!

