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FOR IMMEDIATE RELEASE

WaterStone Bank Announces Mascot Contest Winner, Introduces New Bank Mascot

Wauwatosa, Wis. – 11/8/2021 – WaterStone Bank today announced the winner of its new mascot contest and introduced its new bank mascot to the community, Blue the Hippo.



Mascot contest winner, Aubrey Koepke, with Blue the Hippo

Contestant Aubrey Koepke of West Allis was named the winner of WaterStone Bank’s New Mascot Contest. Koepke submitted the original concept of a blue hippo as the new WaterStone Bank mascot.

“I’m super excited that my design was chosen, and I look forward to how WaterStone will use this new mascot in the future,” said Audrey Koepke.

In May, WaterStone Bank launched a contest in which members of the community could submit creative ideas for the bank’s new mascot. The bank received over 50 creative submissions during the one-month time period.

“We would like to thank our community for the overwhelming response to our new mascot contest. Our new mascot, Blue, will be instrumental in the introduction of our children’s financial literacy app,” said Doug Gordon.

In tandem with the introduction of the bank’s new mascot, WaterStone Bank is launching its new WaterStone Savers app, which is specially geared for kids ages two through 12.

Kids learn life-long financial skills through age appropriate games and activities. Best of all, it introduces topics so that families can have conversations that build upon vital financial concepts. As an added bonus, Blue’s Jr. Bankers account holders can track their balance and set savings goals via the app (without any money movement) to introduce the concept of digital banking.

Blue the Hippo will make its first public appearances later this year. WaterStone Bank encourages the public to watch for meet-and-greet opportunities that will be planned.

About WaterStone Bank



Blue, WaterStone Bank’s new mascot

WaterStone Bank, established in 1921, offers a full suite of personal and business banking products. The community bank has branches in Wauwatosa/State St, Brookfield, Fox Point/North Shore, Franklin/Hales Corners, Germantown/Menomonee Falls, Greenfield/Loomis Rd, Milwaukee/Oklahoma Ave, Oak Creek/27th St, Oak Creek/Howell Ave, Oconomowoc/Lake Country, Pewaukee, Waukesha, West Allis/Greenfield Ave, and West Allis/National Ave, Wisconsin. WaterStone Bank is the parent company to Waterstone Mortgage, which has the ability to lend in 48 states. For more information about WaterStone Bank, go to <http://www.wsbonline.com>. Follow WaterStone Bank on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), and [Instagram](#).

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