

MEDIA RELEASE FOR IMMEDIATE RELEASE

“Better Not Bigger” Evans Bank Secures O’Connell

New Radio Campaign Invites Customers To Enjoy A “Better Way” of Banking

BUFFALO, NY, September 26, 2016 - - For its new “Better Not Bigger” radio advertising spot, Evans Bank secured a better (and maybe only a little bigger --- with age) voice talent as the radio campaign’s signature voice. In the radio ad, national voiceover talent Peter K. O’Connell shares the inviting message for customers inadvertently swept up in recent banking mergers to consider the financial strength and full banking services offered by Evans Bank.

About Evans Bancorp, Inc.

Evans Bancorp, Inc. (NYSE MKT: EVBN) is a financial holding company and the parent company of Evans Bank, N.A., a commercial bank with \$1.0 billion in assets and \$870 million in deposits at June 30, 2016. Evans is a full-service community bank, with 14 branches, providing comprehensive financial services to consumer, business and municipal customers throughout Western New York.

About Peter K. O’Connell

From Fortune 500 companies to companies that think \$500 is a fortune, multi-award winning male voiceover talent Peter K. O’Connell has shared his voiceover skills with a wide variety of companies globally. In addition to this radio campaign for Evans Bank, some of Peter’s other clients include General Electric, Kraft Foods, PBS Television Network, Bonefish Grill, Shell Oil, Pitney Bowes, Western Union, Bacardi Rum, Deloitte Canada, Rich Products, U.S. Army, Starz Cable Television Network, BlueCross BlueShield, SunSetter Awnings, and Fox Sports North.

Known as America’s Friendly, Neighborhood Voiceover Talent, Peter is a natural born storyteller whose voice-over work has been featured in radio and TV commercials, corporate narrations, political commercial voice-overs, TV network promos, e-learning narration projects and other media productions. Originally from Buffalo, NY, now living in Raleigh, NC, Peter owns audio’connell Voiceover Talent, a division of O’Connell Communications, LLC. Peter can be reached via audioconnell.com.

NOTES FOR EDITORS



audioconnell.com
VOICEOVER TALENT

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COMPANY MEDIA CENTER:

<http://www.audioconnell.com/media>

PETER K. O’CONNELL VO CREDITS:

http://www.audioconnell.com/clientuploads/pdf/PDF%202016/OConnell_Peter_Voice_Over_Resume_160926.pdf

COMPANY NAME SPELLING:

Use lower case letters- audio’connell or audio’connell Voiceover Talent

COMPANY NAME PRONUNCIATION:

au-dio-o'-con-nell (awe-de-oh-oh-kah-nel) **OR**
au-di-o'-con-nell (awe-de-oh-kah-nel)