



For Immediate Release
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Wayne Bank Raises Money and Awareness on C.A.S.U.A.L. Day 2018

Honesdale, PA – Wayne Bank employees recently participated in the Northeast Regional Cancer Institute’s 15th annual C.A.S.U.A.L Day on March 29.

The Bank’s Vice President, Retail Operations and Marketing Manager, Julie Kuen, served as Team Captain and coordinated participants, who wore a specially designed pin and/or custom t-shirt, while dressing casually for the day.

C.A.S.U.A.L. Day stands for “Colon Cancer Awareness Saves Unlimited Adult Lives” and is organized by the Northeast Regional Cancer Institute to raise awareness for colorectal cancer in Northeastern Pennsylvania and teach the importance of screening and early detection. Colon and rectal cancers are one of the most frequently diagnosed cancers in areas of northeast Pennsylvania with incidence rates about 10% higher than the United States average. All of the funds raised for the Northeast Regional Cancer Institute through C.A.S.U.A.L. Day stay in Northeastern Pennsylvania to raise colorectal cancer awareness and support colorectal cancer screenings for low income, uninsured, and underinsured individuals.

“C.A.S.U.A.L Day is a tradition at Wayne Bank and employee participation increases every year,” stated Ms. Kuen. “We are so proud to support the Northeast Cancer Institute and this vital cause.”

The Northeast Regional Cancer Institute is a local, non-profit organization working to ease the burden of cancer in Northeastern Pennsylvania. Areas of focus include community and patient services, hospital and practice support services, and cancer surveillance. The Cancer Institute is an independent, exclusively local entity, with the flexibility to respond directly to the evolving needs of the community, and invests all of its resources in the region.

Wayne Bank is a subsidiary of Norwood Financial Corp., Member FDIC, and is located in Honesdale, Pennsylvania. The Bank has 26 Community Offices serving Wayne, Pike, Monroe, and Lackawanna Counties in Pennsylvania, along with Delaware and Sullivan Counties in New York State. The stock trades on the NASDAQ Global Market under the symbol— NWFL.

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