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**PEOPLESBANK SPONSORS  
THE RETURN OF CELEBRATE! WEST HARTFORD IN 2022**

West Hartford, CT – October 26, 2021 – Celebrate! West Hartford will return as a live event June 11<sup>th</sup> & 12<sup>th</sup>, 2022 with major support from PeoplesBank. After two years of modified events due to the COVID-19 pandemic, the 35<sup>th</sup> community festival will take place on the grounds of Town Hall featuring all of the elements festival-goers look forward to, including the award-winning arts and crafts show, carnival rides and games, live music, an international food court and a businesses and non-profit expo. FUNd RUNS will take place on Sunday morning including a certified 5K road race and half-mile dash for kids. PeoplesBank expanded into West Hartford recently opening a branch on LaSalle Road and is the 2022 Presenting Sponsor of Celebrate! West Hartford contributing \$10,000 to the event.

“We are thrilled to welcome PeoplesBank to West Hartford and that they have chosen to invest resources in such a meaningful way. Sponsorship money is really important because it helps defray costs and ensure that the festival is free for all to attend,” says Linda Geisler, Event Director. “It is especially encouraging after canceling the in-person event twice because of COVID-19. It is a sign that the town is thriving and the event is still vital to the community.”

“We have found the Town, the businesses and the residents of West Hartford to be so welcoming to us, and we are happy to support a fun, free event for everyone to enjoy,” said Matthew Bannister, SVP of Corporate Responsibility for PeoplesBank. “The fact that proceeds help to fund important local causes makes this an even better fit for us.”

Geisler reports that a portion of any festival proceeds are donated to The Town That Cares and the Leisure Services Scholarship Fund, both of which help West Hartford residents in need. Designed to engage multiple generations at once, Celebrate! West Hartford attracts nearly 40,000 people each year because of the wide-range of family-friendly activities, many of which are free or low cost. The festival has won the Hartford Magazine’s readers choice award for best festival many times and garnered a Top 200 Best Craft Show national ranking from Sunshine Artists magazine several times.

Businesses and individuals interested in sponsorship opportunities or being an arts & crafts vendor or non-profit exhibitor should visit [www.CelebrateWestHartford.com](http://www.CelebrateWestHartford.com) or call 860-561-7512. For more information about PeoplesBank, visit [BankAtPeoples.com](http://BankAtPeoples.com).

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