



Legacy Region

**Berkshire Bank Foundation- Legacy Region
Awards \$100,000 to Girls, Inc.**

Pittsfield, Mass., September 20, 2011 – The Berkshire Bank Foundation-Legacy Region (formerly The Legacy Banks Foundation), has awarded a \$100,000 grant to Girls Incorporated of the Berkshires in Pittsfield, Massachusetts. The grant supports the organization’s “Go Girl” campaign in celebration of its 100th anniversary

Since its inception as the Young Women’s Home Association in 1911 to its present, Girls Inc. has provided a variety of health and wellness programming to girls and young women throughout Berkshire County. The “Go Girl” campaign has been launched to establish an endowment to ensure that Girls Inc. will continue serving our younger generation for the next 100 years.

Peter Lafayette, executive director of the Foundation expressed Berkshire Bank’s strong support for the programs and services provided by Girls Inc., saying “For the past 100 years, Girls Inc. has touched the lives of so many young women throughout this County. While needs change with times, the values of self-esteem, independence, wellness and education especially in girls is unwavering. Berkshire Bank is proud to play a role in helping to ensure that girls and young women throughout Berkshire County will continue to benefit from the programming of Girls Inc. for many years to come.”

According to Kelly Marion, executive director of Girls, Inc. of the Berkshires, "The girls of today lead very different lives than the girls did when we began 100 years ago. In 1911, 37 women came to the center to learn important homemaking skills but today the challenges girls face are greater, the risks numerous and the decisions tougher. So once girls come through our doors we support, educate and guide them so that they make the best choices. Over our 100 years, tens of thousands of girls have been guided by us and developed into strong, smart, bold, accomplished young women. We sincerely appreciate Berkshire Bank’s support of our efforts."

Each year nearly 1,000 girls from 22 towns take part in activities at 17 sites as part of Girls Inc. The “Go-Girl” campaign supports research-based prevention programs that encourage girls (aged 5-18) to stretch themselves and master physical, intellectual, and emotional challenges. Girls Inc. has already raised nearly half of its \$1 million goal for the campaign, which will span three years.

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Background

Berkshire Bank Foundation- Legacy Region, Inc. is a charitable arm of Berkshire Bank, [America's Most Exciting BankSM](#) serving Berkshire County. Previously called The Legacy Banks Foundation, it was established in 2005 to continue the philanthropic tradition of Legacy Banks and its associates who have generously contributed their time and financial support for the betterment of the communities in which they have worked and lived for well over a century. The Foundation focuses its support in six major areas - affordable housing, economic development, education, health and human services, civic and community, and arts & culture. For more information, visit www.legacy-banks.com/foundation or call Peter J. Lafayette, Executive Director at 413-447-1722.

Berkshire Hills Bancorp is the parent of Berkshire Bank, [America's Most Exciting BankSM](#). The company has \$4 billion in assets and over 60 full service branch offices in Massachusetts, New York, and Vermont. The company provides personal and business banking, insurance, wealth management, private banking, and asset based lending services. Berkshire Bank provides 100% deposit insurance protection for all deposit accounts, regardless of amount, based on a combination of FDIC insurance and the [Depositors Insurance Fund](#) (DIF). For more information, visit www.berkshirebank.com or call 800-773-5601.

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