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## **Great River Financial Group Announces Name Change**

BURLINGTON, IA – Great River Financial Group has changed its name to Two Rivers Financial Group to allow them to package their extended menu of financial services under one brand.

“We want our clients to be able to take care of all their financial needs through one company with a staff they know and trust,” said Jim Olson, President of Two Rivers Financial Group. “Two Rivers allows us to do just that.”

Two Rivers’ entities have changed their names as well. Burlington Bank and Trust and Henry County Bank are now Two Rivers Bank & Trust. Cady Insurance and Hopkirk and Feightner Insurance are now Two Rivers Insurance Services. Burlington Bank and Trust Investment Management Services is now Two Rivers Investment Services.

Along with the name changes comes more integration of each entity’s financial services. Working together, each of these entities are able to offer their customers a larger team of professionals in all financial areas. Staff at each Two Rivers location will be able to help their clients with all their financial needs including banking, investments and insurance.

Kathy Nellor, Mt. Pleasant Market President adds, “A number of services for the Mt. Pleasant market have also been enhanced. WOW! checking and Corporate Online Banking have been added to the menu while Personal Online Banking and opportunities for our Seniors will be expanded.”

Although names are changing, some things are remaining the same, including locations, staff and current accounts.

“Our clients can continue to use their Burlington Bank and Trust checks and their current debit cards,” said Kent Gaudian, President of Two Rivers Bank & Trust. “When you come to the bank you will be greeted by the same familiar faces you’ve come to know over the years. The difference is our services are now under the Two Rivers umbrella and, because of that, we are able to offer a larger support system in all areas of finance.”

This is true for all locations. Staff and local management will remain the same and accounts will continue to be serviced on a local level. Current locations will also remain the same.

“It is important to note that this name change is not due to a change in ownership,” explained Mr. Olson. “We are not being acquired by anyone. Our growth is allowing us to expand our services.”

As a growth-oriented company, the group wanted their new name to reflect the fact that they are an Iowa company with Midwestern values. Two Rivers was chosen because Iowa is the land between two rivers, the Mississippi and Missouri.

“By teaming up we are also able to recruit professionals that a smaller company may not have the opportunity to hire,” said Kevin Carr, President of Two Rivers Insurance Services. “We are able to offer our clients more expertise, more options and better solutions.”

Two Rivers has locations in Burlington, West Burlington, Fort Madison, Mount Pleasant, Mediapolis, New London, Hillsboro, Ankeny, West Des Moines, and Des Moines. For more information on Two Rivers Financial Group you can visit their web site at [www.tworiversfinancialgroup.com](http://www.tworiversfinancialgroup.com).