



CONTACT: Amy Hansen
Seroka Public Relations
262-523-3740
amy@seroka.com

Parkside Lending to Make Donations to National Parks Conservation Association
Contributions to be based on number of booth visitors at six trade shows

San Francisco, Calif., February 24, 2015 – In support of its corporate values, Parkside Lending, a national wholesale and correspondent lender, announced that it will donate \$2 to the National Parks Conservation Association (NPCA) for each person who visits its booth at any of the following tradeshow:

- Regional Conference of MBAs – March 11 – Atlantic City, NJ
- Rocky Mountain Mortgage Lenders Expo – April 9, 2015 – Denver, CO
- Western Secondary Market Conference – July 8-10, 2015 – San Francisco, CA
- Florida Association of Mortgage Professionals – August 28-29, 2015 – Orlando, FL
- New England Mortgage Bankers Conference – September 16-18 – Newport, RI
- NAMB National – Oct. 17-19 - Las Vegas

Visitors to the booth need only to drop a business card into a bowl to trigger the donation. At the end of each show, cards will be counted to determine the final donation amount. Then one card will be randomly chosen and the NPCA donation will be made in that person's name.

At each show, signage in the Parkside Lending booth will keep attendees apprised of changing booth attendance numbers and the rising donation amount. Parkside Lending's CEO Matt Ostrander explained the company is committed to being a steward of the environment and living its brand, "Experience the power of caring."

"We believe that a monetary donation in place of a booth giveaway creates a win-win situation all around," Ostrander said. "So many giveaway items just end up in landfills. Our goal is to take a socially responsible approach that creates lasting value to our national parks while being kind to the environment."

Ostrander co-founded Parkside Lending in 2004. He and his management team successfully navigated the mortgage deterioration of 2007-08, and have steered the company onto a strong national path. His history of building companies from start-up to success includes experience across an array of industries, from music and interactive media to medical software and entertainment production.

The NPCA has more than 1 million members and has been advocating for national parks since 1919. The NPCA meets all of the Better Business Bureau's "Wise Giving Alliance Standards for Charity Accountability." For more information on the conservation association, visit www.npca.org.

About Parkside Lending

Parkside Lending is a national wholesale and correspondent lender that cares. It is committed to making a positive difference for clients and their customers. Its sensible approach to underwriting, innovative suite of mortgage products and proprietary technology help loan officers and lenders close more loans. It employs seasoned professionals who bring respect, integrity and commonsense underwriting to every transaction. Furthermore, because it doesn't serve the retail channel, its clients can be confident that it will never compete for their customers. Learn more at www.ParksideLending.com. Experience the power of caring!

###