

VBA Bank Day Scholarship Program

PRESS OPPORTUNITIES

- Media alerts and a press release will be sent to the VBA's media contacts with participating banks listed
- Inclusion of the bank's participation on the VBA's Facebook page
- Coverage of the event in various VBA publications and on social media
- Chance to build relationships with local high schools that could possibly lead to other financial literacy partnerships, like Get Smart About Credit Day
- Opportunity to give back to your community and show students more about the banking industry and careers in banking

Don't forget to send the VBA a summary of your participation and/or pictures of the day for inclusion on our social media platforms, in our financial literacy newsletter, The Kit, and in our magazine, Virginia Banking. Tag us on Facebook (Virginia Bankers Association), Instagram and Twitter (@vabankers), and use the hashtags #vabankers and #vbabankday.

Send any information or photos to Monica McDearmon at mmcdearmon@vabankers.org.

