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MEDIA RELEASE

Sponsorship for Christmas in the Park just the beginning!

You can't wipe the smile off the face of HBS Bank general manager Blair Cross. He's got \$100,000 to give back to the community every year for the next five years and getting on board with HBS Bank Christmas in the Park this year as the principal sponsor is just the beginning!

The increased commitment HBS Bank is offering to the Hawke's Bay community follows the merger of HBS with SBS Bank on 1 October 2010.

"HBS Bank has more money than it's ever had to give back to Hawke's Bay and with a history going back 125 years that's saying something," Mr Cross said.

"It's fantastic to know HBS Bank will be investing half a million dollars back into our local community over the next five years and the reality is that this is just the beginning. As locals bring their banking to HBS Bank that commitment to the communities of Hawke's Bay will only continue to grow further."

Information about HBS Bank products and services and applying for sponsorship is about to go on to the new HBS Bank website, www.hbsbank.co.nz. Mr Cross encourages local clubs and organisations, from bowling and golf clubs, to schools, events and facilities to check it out or pop into the Napier or Hastings branches of HBS Bank and ask for details.

"Our team is only too happy to help work through the process and discuss the range of exciting new full banking services HBS Bank will be able to offer.

"HBS Bank Christmas in the Park is a highlight on the event calendar in the bay and we're delighted to be able to support David and his team of top-class performers and volunteers who make the whole thing happen. We want every family in Hawke's Bay to be able to enjoy a free concert of fantastic family entertainment and activities and know that it's on us here at HBS Bank," Mr Cross said.

"I know our team at HBS Bank will be among the record crowd expected to attend again this year and helping in any way they possibly know how. As another way to create additional benefits for our customers, HBS Bank customers will also be able to visit the HBS Bank marquee and receive a goody bag for their kids on the day."

For further information contact:

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