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MEDIA RELEASE

HBS Bank partners Family Centre Jeans Day

HBS Bank is delighted to announce that they have partnered with the Napier Family Centre as the major sponsor of their annual Jeans Day Friday appeal to be held in Hawke's Bay on Friday 8 April.

The popular community event includes a street appeal and attracts more than 120 participating workplaces with funds raised from this year's event going towards the Napier Family Centre's free counselling for Hawke's Bay people affected by the Christchurch Earthquake, as well as their ongoing programmes for children and youth.

HBS Bank Napier manager Kerry Harding said like so many other eager companies, businesses, schools and individuals to support Jeans Day Friday, the team at HBS Bank's branches in Napier and Hastings would be donning their denim for the cause.

"Just like a good pair of jeans the partnership with the team at the Napier Family Centre is a really comfortable fit for us all at HBS Bank. We both make it our mission to support our people and our community and the many valuable social services the centre provides are vital to the growing numbers of people they are dealing with both directly and indirectly in the community.

"We'll be promoting the appeal day with a display in our branch and our HBS Bank branches in both Napier and Hastings will be official collection points for all the money raised by street collections and participating organisations.

"Jeans Day Friday has become a popular event for the region and we certainly aim to help them make it an even bigger and more successful fundraiser. After all it is for such a worthwhile and invaluable community organisation like the Napier Family Centre," Mrs Harding said.

Napier Family Centre chief executive Roydon Day said they were extremely pleased to have the team from HBS Bank on board this year as the major sponsor.

"The generosity we receive from charitable trusts, individuals and local businesses like HBS Bank is fundamental to our ongoing operations and it is also real testimony to the values and the professional work that the centre does and how it impacts our community.

"The serious situations being faced by many in our community are very real and we are very grateful for the remarkable generosity and the growing ranks of supporters we have for the Napier Family Centre. It is heartening to know that so many, like the team at HBS Bank, recognise the importance of supporting and investing in the safety, health and education of families and their children in our Hawke's Bay community," Mr Day said.

"We look forward to another hugely successful Jeans Day Friday on 8 April and having HBS Bank on board to help push the cause."

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