



FOR IMMEDIATE RELEASE  
September 12, 2013

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**MILITARY SAVES AWARDS TWO BANKS FOR OUTSTANDING PARTICIPATION IN  
MILITARY SAVES WEEK 2013**

*Armed Forces Bank, N.A. Fort Riley, KS and First Arkansas Bank and Trust recognized for helping  
Servicemembers Save*

Earlier this week, Military Saves presented two awards to banks for outstanding participation in Military Saves Week 2013 at the AMBA conference. Armed Forces Bank, N.A. Fort Riley, KS and First Arkansas Bank and Trust of Little Rock Air Force Base, AK received the awards in recognition of their efforts to help servicemembers save during Military Saves Week.

“These awards recognize the vital role that military banks play in the financial readiness of servicemembers and their families,” said James Lander, Military Saves director. “These banks went above and beyond to promote saving during Military Saves Week.”

Only branch locations were eligible for the awards. Branches were nominated by the financial institution corporate office/headquarters or by the branch manager. Two banks were recognized for this award in two categories. The financial institution’s corporate asset size was used to determine the categories, \$1 billion or more in assets or under \$1 billion in assets. Submissions were critiqued on account activity, account incentives, and promotional methods and audience reached during Military Saves Week. Military Saves congratulates the following banks for their devotion and energy in encouraging savings among servicemembers and their families during Military Saves Week 2013.

**Bank Award – Over 1 Billion in Assets**

Armed Forces Bank, N.A. Fort Riley, KS conducted community-wide events, held financial workshops, and promoted the Military Saves message via social media and marketing materials. The bank worked with 18 different community partners, from Army Community Services, to the Boy Scouts, to local county commissioners and chambers of commerce, and stressed the importance of savings throughout the installation. In addition, the bank obtained five proclamations for the Week from local leadership. At the local elementary school, Armed Forces Bank sponsored an essay contest and a coloring contest and held an assembly highlighting student essays about the Military Saves Week theme, “Set a Goal. Make a Plan. Save Automatically.” Through the bank’s efforts at two schools, over 800 Military youth pledged to save. Armed Forces Bank also held financial education seminars for soldiers and teens. Additionally, the bank created a public service announcement that was broadcasted in the exchange and the commissary, and distributed over 3,500 flyers about Military Saves Week.

## **Bank Award – Under 1 Billion in Assets**

First Arkansas Bank and Trust of Little Rock Air Force Base, AK held financial workshops and a luncheon, and promoted the Military Saves message via social media. The bank visited schools on their installation to talk about saving and handed out piggy banks. First Arkansas Bank and Trust also sponsored a well-attended series of events with Radio Disney geared toward families with the goal of motivating children to learn about the importance of saving. Several children received prizes from the bank for filling their piggy banks. First Arkansas Bank and Trust also hosted a luncheon for Airmen and on retirement savings and other personal finance topics. The bank also sponsored a 5k relay where participants had to answer personal finance questions before starting the next segment of the race. Those who answered incorrectly had to drop and do pushups. It was an event that brought all branches of the military together for fun and friendly competition. In addition, First Arkansas Bank and Trust promoted a special rate savings account to enhance savings opportunities in the Little Rock Air Force Base Community.

***Military Saves**, a component of America Saves and a partner in the Department of Defense's Financial Readiness Campaign, is a non-profit research-based social marketing campaign to motivate, support, and encourage military families to save money and build wealth. Military Saves encourages all servicemembers, their families, and civilian employees to take the Military Saves pledge and for organizations to promote savings year-round and during Military Saves Week. Learn more at [militarysaves.org](http://militarysaves.org).*