



CITIZENS TRUST BANK
A relationship you can bank on

FOR MORE INFORMATION:

Diedra L. St. Julien

Marketing Director

Diedra.stjulien@ctbatl.com

404.575.8371

**Citizens Trust Bank Pays Homage to The Juneteenth Celebration
by Delivering on Its Mission of Financial Empowerment**

ATLANTA – June 10, 2022 - On Sunday, June 19, 2022, our country will celebrate what is now known as Juneteenth National Independence Day, a milestone in America’s continual journey to reckon with its original sin of slavery. Since 1865, June 19 has been recognized as the Juneteenth celebration of the actual end of the brutal institution of slavery in the United States.

Forward, for over a century, executing on the founding principles of financial empowerment and access for more communities’ citizens, Citizens Trust Bank provides the financial services, products, and information to change behavior, and build generational wealth. This year, Citizens Trust Bank pays homage to its 100-year mission and the Juneteenth - National Independence Day holiday, with month-long activities to empower, inform and educate future generations about the importance of community banks as the catalyst for promoting stronger community ecosystems.

Some of the month’s celebratory activities include:

- **Citizens Trust Bank Customer Spotlights**
Learn first-hand from CTB Business customers about their business journeys, the role of Citizens Trust Bank, and the impact of the relationship with Citizens Trust Bank.
- **Juneteenth Challenge – in partnership with New Birth Missionary Baptist Church, Pastor Jamal Bryant**
Citizens Trust Bank welcomes all new personal and business account relationships – Online at ctbconnect.com and at any Citizens Trust Bank [financial center location](#) with a **goal to open 1000 new relationships by June 19, 2022**
- **[New Black Wall Street Market](#) – Stonecrest, Georgia**
In-person new relationship engagement and activations.
 - Fridays, 6-3, 6-10, and 6-17 from 2 PM - 4 PM
- **Citizens Trust Bank and Operation Hope**
Citizens Trust Bank in partnership with Operation HOPE expands a community-based approach to financial wellness. Financial Coaching, in-person and virtual opportunities -



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[HOPE Inside](#) provides education, insights, and tools that will empower healthier, more sustainable consumer and business lives.

- **The Operation Hope coaching is available by appointment at the Citizens Trust Bank PANOLA Financial Center**

- **Online Financial Education**
Citizens Trust Bank continues to expand and transform financial empowerment by providing online educational content, and solutions to its follower network. **Visit the Online Learning Centers' financial empowerment tools at [The Learning Center](#) OR [Our Money Matters](#)**

“The tremendous significance of Juneteenth and what it represents continues to remind us of how far we still must go to have equality and inclusion for all. As we observe Juneteenth, we all should pause, and reflect on its significance not only for what it meant 157 years ago, but also what it means today, and how we might act to make tomorrow better for everyone,” said Cynthia N. Day, President and CEO of Citizens Trust Bank. “We are honored to continue on the bank’s legacy of impact as our steps forward toward a more just and financially sustainable community,” concluded, Day.

On Monday, June 20, 2022, in observance of the Juneteenth National Independence Day holiday all Citizens Trust Bank locations will be closed. The convenient Citizens Trust Bank online, digital options are always available. Normal business hours resume Tuesday, June 21, 2022.

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