



CITIZENS TRUST BANK

A relationship you can bank on

Citizens Trust Bank Celebrates Juneteenth by Promoting Financial Freedom – Helping to Close the Racial Wealth Gap

Digital Platforms That Engage the Unbanked and Underserved

ATLANTA - June 14, 2022 – Nearly 160 years after the Union Army arrived in Galveston, TX, on June 19, 1866, to deliver the news that Black people had been emancipated, Juneteenth is now a federally recognized national holiday. This year, Citizens Trust Bank is proud to be among more than a dozen Minority Depository Institutions (MDIs) that will celebrate Juneteenth by participating in local events, including the Payday: The Importance Budgeting and Finance at Berean Christian Church of Gwinnett on June 16, 2022, to promote financial literacy and sound money management.

In association with the National Bankers Community Alliance (NBCA), a 501(c)(3) affiliate of the National Bankers Association (NBA), Citizens Trust Bank joins other NBA member banks in a new financial wellness platform now available on ctb.enrich.org to help more minority communities achieve financial wellness. Citizens Trust Bank will be among the 143 MDIs nationally that will engage customers and communities this Juneteenth to help create positive financial behaviors, build wealth, and close the racial wealth gap.

“Citizens Trust Bank is proud to join Payday: The Importance Budgeting and Finance in observing Juneteenth in a way that will help create generational wealth for deserving community citizens,” said Farrand O. Logan, EVP, Chief Lending Officer of Citizens Trust Bank “We want to continue to help everyone from teenagers to seniors, secure strong financial futures.”

The financial services industry offers an array of services that can be confusing and challenging to most consumers, particularly in some unbanked and underbanked minority communities. Once a simple selection of banking services, consumers now have a wide choice of digital apps, cryptocurrencies, and debit/credit card options. Some financing options are risky, and Citizens Trust Bank wants to continue to help our community navigate these options.

“We think it’s so important to have Citizens Trust Bank as an Our Money Matters partner for the Payday: The Importance of Budgeting and Finance,” said Jewell Wallace, NBCA, event organizer. “While Juneteenth traditionally commemorates a festival of freedom with music and food, we are excited to offer this opportunity for our community to reach financial freedom.”

Juneteenth, also known as Emancipation Day, commemorates the day in 1866 when Black people in Texas were notified of their freedom, more than two years after the passage of



CITIZENS TRUST BANK

A relationship you can bank on

Promoting Financial Freedom – continued

the Emancipation Proclamation. It was designated a national federal holiday in 2021 and has traditionally been celebrated with festivals, picnics, and cultural events. This year, NBA's MDIs will celebrate Juneteenth with a series of financial literacy initiatives to acknowledge the wealth disparities in minority communities and launch actions to help close the racial wealth gap.

###

About Citizens Trust Bank

Celebrating over 100 years in the community, Citizens Trust Bank remains committed to providing personalized service and financial solutions to meet the growing needs of the community. Through a legacy built on economic equality and well-being, we go beyond meeting the needs of offering banking solutions; our mission is to empower our customers and future generations for financial success. The bank takes pride in offering its financial solutions throughout metropolitan-Atlanta and Birmingham and Eutaw, Alabama. Through its parent company, Citizens Bancshares Corporation, the Bank offers its common stock over-the-counter to the public under the trading symbol CZBS and can be found at ctbconnect.com. Follow the financial literacy impact conversations on [Facebook](#), [Instagram](#), [Linked In](#), and [Twitter](#).

For more information about **Citizens Trust Bank** visit ctbconnect.com

For more information about the NBCA, visit <https://www.nationalbankers.org/alliance>.

Media Contact:

Diedra L. St. Julien, Citizens Trust Bank

404.575.8371

Diedra.stjulien@ctbatl.com