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BANGOR SAVINGS BANK TO BE THE TITLE SPONSOR OF UMAINE WOMEN'S BASKETBALL

Public/private partnership will also increase athletic opportunities for girls in Maine

BANGOR, Maine (Oct. 19, 2015) – UMaine Athletics and Black Bear Sports Properties, its exclusive multimedia rights holder, announced today that [Bangor Savings Bank](#) will be the title sponsor of UMaine women's basketball for the next three seasons beginning with the 2015-16 season.

Bangor Savings Bank first became interested in this sponsorship, not just because of its enthusiasm for the University of Maine's excellent sports programs, but also because of Program components that positively impact young girls. The Bank's sponsorship will underwrite free youth clinics overseen by the UMaine Women's Basketball Program designed to encourage young, aspiring athletes and provide opportunities for further participation in middle school and high school sports. The Bank believes that by opening doors for aspiring female athletes, and encouraging teamwork and community service, participants develop confidence, tenacity and other important leadership skills.

"This is an exciting time for women's athletics and Maine women's basketball specifically," said University of Maine Director of Athletics Karlton Creech. "We are proud to work with Bangor Savings Bank and we thank them for their commitment to our programs and future athletes across the state."

"Bangor Savings Bank is a well-respected business leader throughout Maine, and we are thrilled to have them join as a corporate sponsor in such a significant way," said University of Maine President Susan Hunter.

In an additional effort to promote further participation in the game among female youth, Bangor Savings Bank will support the "Bangor Savings Bank Ball Kids Program" and provide t-shirts to participating girls serving as ball girls at UMaine women's basketball games. The Bank will also donate game tickets to local nonprofits with a focus area of serving girls in the community.

Bob Montgomery Rice, President and CEO of Bangor Savings Bank, was on hand at the press conference to introduce Maine's Senator Susan Collins. Senator Collins, who was unable to attend the event in person, recorded a message for those in attendance. "Today, we're celebrating a great partnership between Bangor Savings Bank and UMaine Women's Basketball. This partnership highlights the importance of encouraging more young women to seek leadership roles throughout our society. There is no better way to do this than by recognizing a truly remarkable group of young women student athletes who have already become leaders on and off the court." Senator Collins applauded the team's accomplishments not only as athletes and students, but also for their community outreach. "This team

seems to be everywhere. They read to elementary students, serve meals to the hungry and homeless, and coach youth clinics. In addition, they have raised more than \$30,000 for breast cancer research.”

Montgomery-Rice also commented on Bangor Savings Bank’s partnership with UMaine Athletics. “We are excited to be here today with UMaine Athletics and the women’s basketball program. Bangor Savings Bank is very excited about this opportunity to promote leadership skills and healthy activities in our schools. We are honored to help Maine’s female youth get excited about the opportunities they have to participate in athletics.” He also said, “These young people are our future, and Bangor Savings Bank is committed to supporting the next generation of leaders, both on and off the court. Getting kids involved in team sports helps accomplish that.”

In addition to serving as title sponsor of the women’s basketball program, Bangor Savings Bank will implement a season-long scoring challenge: for every point scored by the Black Bears, Bangor Savings Bank will donate two dollars back to the basketball program.

“This kind of commitment from Bangor Savings Bank will allow our program to accomplish so much. Our team is ready to score and to win, but we also look forward to the heightened participation of Maine’s female youth,” said University of Maine Head Women’s Basketball Coach Richard Barron. “It’s a great time to be a Black Bear and part of the Maine athletic program.”

***Black Bear Sports Properties** is a property of Learfield Sports, which manages the multimedia rights and sponsorships for nearly 120 collegiate institutions and associations. The company also titles the prestigious Learfield Sports Directors’ Cup and represents collegiate institutions, conferences and arenas for their respective multimedia rights and sponsorship initiatives. Learfield offers these partners with professional concessions and ticket sales, licensing and trademark consulting, digital platform expertise and venue and technology systems through its owned companies. To learn more about its history, businesses and job opportunities, visit www.learfieldsports.com.*

***Bangor Savings Bank**, with more than \$3 billion in assets, offers retail banking and investment management services to Maine consumers as well as comprehensive commercial, corporate, payroll administration, merchant services, insurance, and small business banking services to Maine businesses and organizations. The Bank, founded in 1852, is in its 163rd year of service to the people of Maine, with 57 branches and on the Web at www.bangor.com. The Bangor Savings Bank Foundation was created in 1997. Together the Bank and its Foundation invest more than \$1 million per year into the community in the form of nonprofit sponsorships, grants and partnership initiatives.*

