

BB&T unveils community-focused TV spot

New commercial highlights company's commitment to lending a hand to neighbors in need

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WINSTON-SALEM, N.C., Aug. 9, 2018 /PRNewswire/ -- BB&T Corporation (NYSE: BBT) today unveiled a new TV spot to highlight the value of volunteerism and investing back into the community. The uplifting, cinematic commercial, titled *There is a Place*, marks the first time BB&T has produced a community-focused spot. It's also being released as BB&T celebrates the 10th anniversary of the [BB&T Lighthouse Project](#), a company-wide service program that serves as a beacon of light to neighbors in need.

"For more than 146 years, our communities have been very good to BB&T. So, it's our privilege and honor to give back," BB&T Chairman and CEO Kelly S. King said. "I'm so proud of our 37,000 associates who put their bodies, hearts and souls into the communities we serve. They are truly living out our mission to make the world a better place and I believe that spirit of connection and compassion shines through in this commercial."

The spot features BB&T associates volunteering with three different community organizations in June 2018. The BB&T Retirement and Institutional Services team in Raleigh, N.C., participated in the [Adopt-a-Block program](#), where BB&T associates invited children out for 1-on-1 reading, educational games and a healthy lunch. In Spartanburg, S.C., the Spartanburg-Hillcrest branch team spent a day completing construction work, landscaping and painting for [Habitat for Humanity in Spartanburg, S.C.](#) The Durham, N.C., branch team spent an evening at [Urban Ministries of Durham](#), where BB&T associates brought in food to prepare and serve to more than 350 people, in addition to donating clothes, shoes and household items.

"Our tagline, 'All we see is you,' isn't just about our clients, it's about our communities," BB&T Chief Client Experience Officer Dontá L. Wilson said. "It's about understanding and addressing the unique set of critical needs that exist in every community. Whether it's a financial contribution, an investment of our time or both, our associates are stepping up to make a difference."

There is a Place has begun airing in several of BB&T's markets and is featured on BB&T's social media platforms. It also can be viewed by visiting the [Storyline](#) section of [BBT.com](#).

During the Great Recession, King saw the growing need to provide even more support to BB&T communities during a particularly difficult economic time. As a result, the BB&T Lighthouse Project annually empowers associates across the nation to make a difference in their local communities through both funding and paid time off. Teams are able to choose the causes they're most passionate about and provide both financial support and hands-on volunteering to help those nonprofit organizations and causes. Since its inception in 2009, BB&T associates have collectively donated more than 640,000 volunteer hours and improved the quality of life for more than 16 million people.

About BB&T

BB&T is one of the largest financial services holding companies in the U.S. with \$222.7 billion in assets and market capitalization of approximately \$39.1 billion as of June 30, 2018. Building on a long tradition of excellence in community banking, BB&T offers a wide range of financial services including retail and commercial banking, investments, insurance, wealth management, asset management, mortgage, corporate banking, capital markets and specialized lending. Based in Winston-Salem, N.C., BB&T operates more than 1,900 financial centers in 15 states and Washington, D.C. and is consistently recognized for outstanding client service by Greenwich Associates for small business and middle market banking. More information about BB&T and its full line of products and services is available at BBT.com.



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