news

For Immediate Release **May 8, 2012**

Contact:
R. Greg Leyendecker
President and CEO
505-830-8101
RLeyendecker@nmb-t.com

Jahaan Martin,
Executive Director, Breast Cancer Resource Center
505-242-0605
jmartin@nmcrc.org

Local Bank Takes Swipe At Breast Cancer

ALBUQUERQUE, N.M.— New Mexico Bank & Trust is offering new and existing customers an opportunity to fight breast cancer in New Mexico. The bank is rolling out its new Pink Ribbon Debit Card. Every time a customer uses the card to make a purchase, New Mexico Bank & Trust will make a contribution to Breast Cancer Resource Center in Albuquerque.

"These dollars will literally help us to continue to provide services," said Jahaan Martin, executive director of Breast Cancer Resource Center. "We provide information, resources, referrals and direct services for New Mexicans who have been affected by cancer."

Pink Ribbon Debit Cards are free and available with all New Mexico Bank & Trust personal checking accounts. For each swipe, the bank makes a contribution at no cost to the customer. In a sense, customers can help raise funds locally to fight breast cancer in the area. The success of the program is literally in the hands of the customer, according to Greg Leyendecker, president and CEO of New Mexico Bank & Trust.

"Every time they swipe the card, we all take a swipe against a deadly disease right here at home, a disease that has likely touched everyone in some way," Leyendecker said.

--more--

Besides providing information and support to patients and families, Breast Cancer Resource Center helps its clients navigate the health care system and connects them with the care and services they need. It makes transportation arrangements for people who cannot drive. For those that do drive, they offer gas cards, a significant service considering patients can come from all over New Mexico.

Breast Cancer Resource Center assists clients with other kinds of cancer as well, but the majority are breast cancer patients. Last year, the center assisted 167 new clients, 100 of them had breast cancer.

PHOTO OPPORTUNITY: New Mexico Bank & Trust employees will be wearing pink ties and pink scarves on Wednesday, May 9, as part of the campaign kick off.

About New Mexico Bank & Trust
New Mexico Bank & Trust operates 16 offices serving the cities of Albuquerque, Santa Fe, Los Lunas, Rio Rancho, Clovis, Portales and Melrose with assets of $929 million. The bank specializes in business lending and deposit services, and provides a wide variety of personal credit and deposit services along with complete electronic banking programs. Visit www.nmb-t.com or call 505.830.8100 to learn more. New Mexico Bank & Trust is a member of FDIC and an Equal Housing Lender.

###