



NEWS RELEASE

For Immediate Release

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Centric Bank Recognizes Student Participants and Winners of *Lights, Camera, Save!* Video Competition for Pennsylvania High Schools

HARRISBURG, PA (January 15, 2019) – Centric Bank recognized high school participants and winners of the bank’s first “Lights, Camera, Save!” video contest at an Awards Reception on Thursday, January 10, at 5:30 p.m., at the Lower Paxton Financial Center, 4320 Linglestown Road, Harrisburg. Eighteen students submitted videos on the importance of saving money representing high schools from Bucks, Cumberland, Dauphin, York, Montgomery, and Lebanon counties.

Students’ families, school administrators, teachers, and Duncan Campbell, President of PA Bankers Association, also attended.

According to [Visual Capitalist](#), saving is in vogue among Gen Z. Meeting this generation on their channels of choice, Centric Bank has captured some of the creative spirit and money management habits of this frugal and fiscally responsible demographic.

Lights, Camera, Save! is a nationally sponsored contest by ABA (American Bankers Association) Foundation and was locally launched by Centric Bank, one of only five Pennsylvania banks to offer the contest.

“We believe it’s critically important for young people to understand financial literacy and financial health. And we realize that to reach teens with a message of the importance of saving money, we need to engage them on the channels they live on. Right now, that’s video. We loved the creative talents, fun messages, and storylines in all 18 videos!” says Patricia (Patti) A. Husic, President and CEO of Centric Bank.

The top three received a cash prize of \$500, \$250, and \$100 respectively. The winners are:

1. Taylor Brown, “Cash Flow,” Central Dauphin High School
2. Jordan McBarnett, “The Savings Account,” Central Dauphin High School
3. William Earp, “Save Your Money,” Cedar Crest High School

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The first place award winner's video has been submitted to ABA Foundation for a chance to win \$5,000 towards their saving goal, plus a scholarship for a teacher at their school to attend the annual Jump\$tart National Educator Conference.

ABOUT LIGHTS, CAMERA, SAVE!

Lights, Camera, Save! is a video contest sponsored by the ABA Foundation that engages teens in educating themselves and their peers about the value of saving and using money wisely.

WHO IS GEN Z

1. 65 million young people comprise Gen Z in the United States, accounting for the world's largest population at 26 percent.
2. Born between 1995 and 2012.
3. Eighty-eight percent are optimistic about their future.
4. On average, they use five screens, switching among them for different purposes: smartphone, TV, laptop, desktop, and tablet. That's compared with the Millennial Generation's three screens. (International Business Times)
5. Showing great entrepreneurial spirit, 72 percent of high school students say they want to start their own business someday, while 61 percent of college students would prefer to be entrepreneurs rather than employees. (Inc.)

ABOUT CENTRIC FINANCIAL CORPORATION AND CENTRIC BANK

An *American Banker* 2018 Best Bank to Work For, three-time Best Places to Work, and Top 50 Fastest-Growing Companies for six years, Centric Bank is headquartered in south central Pennsylvania with assets of \$720 million and remains the leader in organic loan growth in central Pennsylvania. A locally owned, locally loaned community bank, Centric Bank provides highly competitive and pro-growth financial services to businesses, professionals, individuals, families, and the health care industry. Centric Bank ranks #8 in approved SBA 7(a) loans in the Commonwealth of Pennsylvania as of June 30, 2018, and ranked #110 in SBA 7(a) loan volume in the United States at the end of 2017.

Founded in 2007, Pennsylvania-based Centric Bank has financial centers located in Harrisburg, Hershey, Mechanicsburg, and Camp Hill, loan production offices in Lancaster and suburban Philadelphia, and an Operations and Executive Office campus in Hampden Township, Cumberland County. To learn more about Centric Bank, call 717.657.7727 or visit CentricBank.com. Connect with them on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).

Centric Financial Corporation is traded over the counter (OTC-Pink) with the ticker symbol CFCX.

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