

From the University of Mississippi Medical Center Division of Public Affairs

BANKPLUS AND NICKELODEON STAR PRESENT CHECK TO FRIENDS OF CHILDREN'S HOSPITAL

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JACKSON, Miss. – With the help of Nickelodeon star SpongeBob SquarePants, BankPlus presented a check for \$148,785.40 to Friends of Children's Hospital, representing the first year's proceeds from the bank's Friends of Children's Hospital CheckCard program.

"On behalf of all the physicians, nurses, staff – I and most of all – on behalf of the children who are patients at Batson Children's Hospital and their families, we say thank you to BankPlus," said Dr. Rick Barr, Suzan B. Thames Professor and Chair of Pediatrics at Batson Children's Hospital. "Not only for the show of support demonstrated by the Friends of Children's Hospital Checkcard program, but for the many programs that BankPlus supports every day that benefit children. The funds raised will help our mission of providing the best possible health care to all the children of Mississippi."

BankPlus introduced the charitable option for consumers in November of 2011, returning proceeds from the Friends CheckCard directly to Friends of Children's Hospital. The Friends CheckCard program is the first of its kind for both BankPlus and Friends.

"We are proud to partner with Friends of Children's Hospital on another ongoing fundraising project and have been pleased with the success of the Friends CheckCard program during the past year," said Bill Ray, BankPlus President & CEO. "We are asking Mississippians to support Batson Children's Hospital, our state's only hospital designed specifically to treat sick and injured children, by purchasing the Friends of Children's Hospital debit card for only \$12 per year, which is donated to Friends."

After the check presentation, Children's Hospital patients were able to enjoy a rare public appearance by Nickelodeon star SpongeBob SquarePants. The character made a stop at the Children's Hospital on his way to the BankPlus Racing Vehicle Extravaganza at the Mississippi Trademart.

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Please forward this message to colleagues who might be interested. If you wish to be removed from this list or know of a colleague to add, send an e-mail message to: LAGriffin@umc.edu.

About Batson Hospital

Batson Children's Hospital, part of Children's Health Care of Mississippi, is located at the University of Mississippi Medical Center. It is the only hospital in the state devoted exclusively to the care and treatment of sick and injured youngsters. More than 150,000 children from all of the state's 82 counties come to Batson each year. The spectrum of care ranges from well-child care for healthy newborns to care for cancer, birth defects, epilepsy, cystic fibrosis, sickle cell anemia, neurological disorders, pulmonary disease, trauma, allergies, diabetes and numerous other childhood illnesses.

About The University of Mississippi Medical Center

The University of Mississippi Medical Center, located in Jackson, is the state's only academic medical center. UMMC encompasses five health science schools, including medicine, nursing, health-related professions, dentistry and graduate studies, as well as the site where University of Mississippi pharmacy students do their clinical training. The Medical Center's health-care enterprise includes five hospitals in the University Hospitals and Health System, and University Physicians, the faculty group practice. The Medical Center's threefold mission is to educate tomorrow's health-care professionals, conduct innovative research to improve human health, and to provide the highest quality care available to the state's population. A major goal of the Medical Center is the improvement of the health of Mississippians and the elimination of health disparities. For more information, contact the Division of Public Affairs at 601-984-1100 or visit us on the Web at umc.edu/publicaffairs

About the BankPlus Friends of Children's Hospital CheckCard

BankPlus introduced the Friends of Children's Hospital CheckCard in November of 2011, creating a charitable debit card option for BankPlus customers: BankPlus customers can pay \$12 per year for a Friends of Children's Hospital CheckCard. The \$12 will be donated directly to Friends to benefit Batson Children's Hospital, and BankPlus will match 100% of the \$12 donation up to \$48,000 per year. In addition, Friends will benefit each time Friends cardholders use the card, as BankPlus will donate \$.05 per transaction to Friends. The Friends of Children's Hospital CheckCard works just like any other BankPlus CheckCard or other-brand debit card. For additional information on the program, please visit www.BankPlus.net. To obtain a Friends CheckCard, visit any BankPlus office.

About BankPlus

BankPlus, with total assets of more than \$2 billion, has over 60 bank offices in 33 Mississippi communities. BankPlus offices are located in Belzoni, Bentonia, Brandon, Byram, Canton, Clinton, D'Iberville, Durant, Flora, Flowood, Gluckstadt, Hernando, Holly Bluff, Horn Lake, Isola, Jackson, Lexington, Madison, Meridian, Newton, Olive Branch, Pearl, Picayune, Pickens, Poplarville, Quitman, Ridgeland, Shubuta, Southaven, Stonewall, Tchula, Waynesboro and Yazoo City. For additional information on BankPlus, please visit www.BankPlus.net.