



**Independent Bankers Association of Texas**

1700 Rio Grande  
Suite 100  
Austin, TX 78701  
Phone: 512.474.6889  
FAX: 512.322.9004

For Immediate Release

**VICTORIA BANK STRIKES GOLD  
IN BEST OF COMMUNITY BANKING JUDGING**

The marketing campaign unveiled by First Victoria National Bank using real butterflies to “Watch the Evolution of Banking” turned out to be pure Gold to the judges in the Best of Community Banking Awards conducted annually by the Independent Bankers Association of Texas (IBAT).

The independent panel selected the unusual campaign for a Gold Medal in Marketing and bank President and CEO Russell Marshall was on hand to accept the award during the 35<sup>th</sup> annual IBAT Convention in San Antonio in October.

The multi-phase program to highlight the opening of the bank’s new banking center included the mailing of a butterfly pavilion containing live larvae to the news media with the invitation to watch the “evolution of banking.” A week later, a butterfly net was sent to the media with the message of “Just In Case You Didn’t ‘Catch’ It the First time.”

The day of the grand opening all participants received their own butterfly to release as the Chamber of Commerce and elected bank officials cut the ribbon while 500 more butterflies were being released.

The Best of Community Banking Awards recognize IBAT banks for outstanding service in the areas of financial literacy, marketing, architectural design and community service. IBAT represents more than 2,000 Texas-based banks and branches in 700 communities.