

## **BancorpSouth Receives America Saves Designation of Savings Excellence for Banks**

TUPELO, Miss., Aug. 4, 2016 /PRNewswire/ -- BancorpSouth, Inc. announces the Company's banking subsidiary, BancorpSouth Bank, has received the America Saves Designation of Savings Excellence for Banks, a designation from America Saves which recognizes banks that go above and beyond to encourage people to save money during America Saves Week. BancorpSouth, along with 14 other bank recipients of the Designation, was recognized at the [America Saves National Savings Forum](#) and received a Designation of Savings Excellence seal for their website.

"This is the second year BancorpSouth has received this prestigious designation," said Dan Rollins, BancorpSouth Chairman and CEO. "Our teammates throughout our 8-state market area again worked hard in conducting saving-related financial education programs and distributing materials."

Recipients were chosen by two selection committees, one for banks and another for credit unions. Steve Bartlett of Treliant Risk Advisors chaired the committee of bank leaders. "These designations recognize those institutions that have acted affirmatively on behalf of the long-term interests of their customers and their families," says Bartlett. "Savings equals long-term security and quality of life."

"For years, banks and credit unions have participated in America Saves Week by offering products and services that encourage individuals to save money and build wealth," said Nancy Register, National Director of America Saves. "America Saves launched the America Saves Designation of Savings Excellence in 2015 to recognize banks that go above and beyond to promote and support saving during America Saves Week. This year we are proud to recognize and announce the second group of banks that achieved this designation."

America Saves Week is an annual opportunity for banks to encourage individuals to save money with an emphasis on reaching low- to moderate-income families. America Saves recognized exceptional banks that succeed in promoting savings or other wealth building accounts and have high levels of accounts opened or added to during America Saves Week 2016. For more information about the America Saves Designation of Excellence for Banks, please visit: <http://americasavesweek.org/for-organizations/financial-institutions/bank-designation-of-excellence-criteria>

**America Saves**, a campaign managed by the nonprofit Consumer Federation of America, seeks to motivate, encourage, and support low- to moderate-income households to save money, reduce debt, and build wealth. The research-based campaign uses the principles of behavioral economics and social marketing to change behavior. Nonprofit, government, and corporate groups participate in America Saves nationally and through local, regional, and statewide campaigns around the country. America Saves encourages individuals and families to take the America Saves pledge and organizations to

promote savings year-round and during America Saves Week. Learn more at [AmericaSaves.org](https://AmericaSaves.org) and [AmericaSavesWeek.org](https://AmericaSavesWeek.org).

**BancorpSouth, Inc.** is a financial holding company headquartered in Tupelo, Mississippi, with \$14.1 billion in assets. BancorpSouth Bank, a wholly-owned subsidiary of BancorpSouth, Inc., operates 238 full service branch locations as well as additional mortgage, insurance, and loan production offices in Alabama, Arkansas, Florida, Louisiana, Mississippi, Missouri, Tennessee and Texas, including an insurance location in Illinois. BancorpSouth is committed to a culture of respect, diversity, and inclusion in both its workplace and communities. To learn more, visit our Community Commitment page at [www.bancorpsouth.com](https://www.bancorpsouth.com) "Like" us on Facebook; follow us on Twitter@MyBXS; or connect with us through LinkedIn.

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