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FOR IMMEDIATE RELEASE
06/14/13

STERLING NATIONAL BANKS ON BRIARWOOD

Cooperation and concern by a local civic association and a leading New York bank is helping residents at a local family shelter. By using a proven charitable method, the donor drive, the Briarwood Action Network (BAN) and Sterling National Bank have joined forces to extend a helping hand to residents of the Briarwood Family Residence. "Household necessities such as toothpaste, soap and shampoo can't be purchased with the public assistance they receive," says BAN President Aida Vernon. "We hope to provide some relief to the families at the Residence by asking our neighbors to donate these types of essential items."

The Briarwood Family Residence, sponsored by the Salvation Army, is a temporary housing shelter for over 90 homeless families. Sylvia Sherman, BAN VP and donor drive chair said, "Sterling National really stepped up to the plate on this one. We needed a central location for the fund drive and a corporate partner who would be actively involved. A springtime drive may take people out of their comfort zone but the need is still there."

Sterling National Bank and the Briarwood Action Network have maintained a successful partnership working for the Briarwood community since BAN's inception two years ago. Sterling National Bank Vice President & Branch Manager, Rose Marie Henry, is providing space at the bank for the drive's collection boxes. Henry, who once lived in Briarwood, addressed a recent BAN community-wide meeting about Sterling Bank's commitment to the neighborhood, its stability, growth and development. Sherman, excited by the fund drive's success said, "Every community needs great corporate partners." The drive began in May and is scheduled to run through the end of June.

For further information: www.briarwoodactionnetwork.com

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