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CONTACT:
Kevin Langin, 402-602-3541

First National Bank Supports Breast Cancer Awareness Month in Ongoing Commitment to Community

OMAHA, Neb. October 4, 2016. – First National Bank is supporting Breast Cancer Awareness Month with several initiatives, including free mammograms to underserved women and the launch of a new pink Breast Cancer Awareness card design for its Platinum Visa® Debit Card.

“First National Bank is committed to decreasing breast cancer incidence rates through increased awareness and access to health care,” said Katrina Wells, Sr. Vice President, Corporate Marketing. “We’re pleased to be able to partner with community organizations to provide free mammograms to women who may not have access to vital breast cancer screening but wish to take that first step. Supporting efforts like Breast Cancer Awareness gives First National Bank an opportunity to give back to the community in a very meaningful way. “

In the Omaha area, First National Bank is partnering with OneWorld Community Health Centers, Charles Drew Health Center and Medical Imaging Consultants to provide free mammograms to underserved women. A mobile mammography unit will be on location at OneWorld Community Health Centers on October 5 and Charles Drew Health Center at Florence Tower on October 19. Approximately 20 women have been selected and are scheduled to receive free mammograms at each location. No walk-up appointments will be available.

The bank will also support mobile mammography units in Olathe, Kansas on October 25 and Longmont, Colorado on November 4. First National Bank will pay for the cost of each mammogram in support of its Breast Cancer Awareness initiative and ongoing commitment to giving back to the community.

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As part of its larger Breast Cancer Awareness campaign, First National Bank is also offering customers the option of a pink Breast Cancer Awareness card design for its Platinum Visa® Debit Card. The new card design is available at all of the bank's branches or may be ordered online to help increase awareness.

About First National Bank

First National Bank is a subsidiary of First National of Nebraska. First National of Nebraska is the largest privately owned banking company in the United States. First National of Nebraska and its affiliates have more than \$21 billion in assets and 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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