

M&T Bank Launches Banking Built for Baltimore

BALTIMORE, Md.—As the Baltimore Ravens kick off their 2009 season, Todd Heap is once again helping M&T Bank open its own new season of “Banking Built for Baltimore” with a range of special offers and promotions tied to its Ravens Checking Package.

Starting today, a new-look Ravens car magnet will be offered free to any one that visits one of the 155 Baltimore area M&T Bank branches while the supply of 125,000 lasts.

M&T Bank is also offering an exclusive Ravens checking package with the following features from today through Oct. 31:

- A set of four frosted glasses featuring the Ravens’ logos for new customers who open a checking account with a \$100 initial deposit
- Up to \$125 cash bonus by adding direct deposit and overdraft protection to a new account

New for this season, M&T Bank is launching “The M&T Fan-tastic Plastic Sweepstakes” starting today through Oct. 31. Any M&T Bank customer that makes a credit purchase on an M&T Bank Check Card will automatically be entered to win. M&T Bank will give away an autographed Todd Heap jersey each day, and at the end of the promotion will award a grand prize of a large screen TV, surround sound system and \$1,000 cash.

In addition, M&T Bank is partnering with MileOne, the official automotive dealer of the Ravens, by offering exclusive discounts for M&T Bank customers who use their M&T Bank Check Card to pay for automotive service, tires and accessories at any of their Baltimore area dealerships or service centers.

All of these offers and benefits are available at all M&T Bank branches in the following jurisdictions: Baltimore City, and Anne Arundel, Baltimore, Carroll, Cecil, Frederick, Harford, Howard and Washington counties. To learn more about these great offers, sweepstakes and discounts, visit www.builtforbaltimore.com

For the third year, Todd Heap will be featured in M&T Bank’s “Built for Baltimore” marketing campaign. Heap will be joined in the upcoming ads by local Baltimore-area residents who were photographed at iconic Baltimore locations.

“Todd is the ideal champion for M&T Bank,” said Atwood “Woody” Collins III, president and COO of M&T Bank’s Mid-Atlantic Division. “He shares M&T’s commitment to the community.”

The Ravens and M&T Bank began their relationship in May of 2003, when a 15-year partnership agreement was announced. In addition to naming the stadium, the partnership has many community components, including: the Honor Rows program, which gives more than 800 game tickets per season to outstanding youth volunteers; the All Community Team, which engages the corporate community to raise funds for non-profit organizations and player foundations; and Baltimore’s Marching Ravens, the largest marching band in the NFL.

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