

M&T Bank and Buffalo Bills Launch Limited-Edition Bills Card, Fan Sweepstakes

BUFFALO, N.Y.—Buffalo Bills fans can now shout their allegiance—and be entered to win Bills merchandise -- by using a new Visa check card with the “throwback” Buffalo Bills logo available only at M&T Bank.

M&T Bank created the limited edition card to celebrate the 50th season of the Bills. Fans chose the card design by voting during an NFL draft event hosted by the Bills in April.

In addition to the new check card design, all M&T Bank checking customers will be entered into a sweepstakes every time they use their Bills check card, or any other M&T Bank check card, between September 1 and October 31. M&T will be giving away one autographed Thurman Thomas jersey every day during September and October to customers chosen at random as part of the Fan-Tastic Plastic Sweepstakes. One grand-prize winner will be selected to receive a large screen television, surround sound system and \$1,000 cash.

To celebrate the Bills 50th season and promote its current offers, M&T Bank has signed Hall of Fame Buffalo Bills players Thurman Thomas and Joe DeLamielleure for M&T Bank’s “Banking Built for Buffalo” campaign. Both Thomas and DeLamielleure will be featured in advertising and in branch merchandise as part of the campaign.

Customers opening a new Bills checking account, with a minimum initial deposit of \$100, will receive a free set of Buffalo Bills 16-ounce glasses from M&T Bank. Beginning today, fans can also receive a free Bills car magnet by visiting any M&T Bank branch in the Buffalo and Rochester area while the supplies lasts.

“The Bills are a big part of Western New York, both economically and in community spirit, and M&T wants to join the legions of Bills fans in celebrating the team’s 50th season,” said M&T Bank Chief Marketing Officer Peter J. Eliopoulos. “As the Official Bank of the Buffalo Bills, we’re partnering with Thurman Thomas and Joe DeLamielleure to help our neighbors show their team colors, whether they’re raising a glass or making a purchase with their Bills check card.”

M&T Bank is the Official Bank of the Buffalo Bills, and the exclusive provider of Bills checks and check cards.

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