



## State of North Carolina Office of the Governor

Michael F. Easley  
Governor

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### Gov. Easley, N.C. Bankers Association Announce "Operation Rotc" *Banking Industry Donates \$100,000 For Extended Childcare*

**RALEIGH** - Gov. Mike Easley and the North Carolina Bankers Association today announced "Operation ROTC" (Reaching Out To Communities) at the National Guard Headquarters in Raleigh.

"Operation ROTC" is a new initiative where the banking industry is joining with other businesses to show support for our military. A toll-free telephone number (866-511-BANK) has been activated to link the 133 banking institutions across the state with the military families and military-dependent communities that have financial questions and concerns. The NC Bankers' Association will be providing free financial counseling information to individuals, families and businesses impacted by the recent deployment. In addition, they are launching "Operation ROTC" (Reaching Out to Children) which includes a donation of \$100,000 for extended daycare for families through the Family Service Support Centers on North Carolina bases.

"North Carolina has a strong tradition of being the most military friendly state in the nation and today's announcement solidifies that," said Easley. "During a time of war, many of our military families need help with their finances. The North Carolina Bankers' Association is providing much needed assistance through their call center and through this critical donation to help pay for childcare costs."

"North Carolina's banks – big and small, urban and rural – and our state government have strongly supported our state's extensive contributions to our nation's military readiness throughout history," said Kel Landis, incoming chairman of the NCBA and president and chief executive officer of RBC Centura. "We embrace and are proud of our state's military heritage and of the many bases and many thousands of soldiers, along with their families – who serve in our state. We would even welcome expansion of bases in North Carolina, to be honest."

"To assist this immediate need, the banks across our state are here today in a public/private partnership with the state of North Carolina to present to Governor Easley a check for \$100,000 which will go to agencies related to extended child care for military dependents at Pope Air Force Base, Fort Bragg, Seymour-Johnson Air Force Base, Camp LeJeune, and the Air Station at Cherry Point," said Harold Keen, past chairman of the NCBA and president and chief executive officer of KS Bank in Kenly. "We are equally committed to supporting our Army, Navy, Marine, Air Force and Coast Guard reservists and members of the Air National Guard and Army National Guard from units located throughout North Carolina."

"We are committed to this program in order to assist these families of military dependents, our activated reservists, locally impacted businesses and our five bases for as long as our services are warranted," said Thad Woodard, president of the North Carolina Bankers Association.

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