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Nevada State Bank launches \$20K Giveaway: You Vote. Schools Win.

LAS VEGAS – Many people use social media to stay connected, but Nevada State Bank is using it to give away \$20,000 to three Nevada public schools.

Nevada State Bank believes in the importance of education and the difference it makes in the community. The bank continually strives to volunteer and invest in the future of the state's children. Now, Nevada State Bank is asking for the public's help.

The Bank is launching its "**Nevada State Bank \$20K Giveaway: You Vote. Schools Win.**" campaign on the Facebook platform beginning Aug. 21. People are encouraged to vote for their favorite Nevada public school. Three prizes will be awarded to the top three vote getters. The first prize is \$10,000, second is \$6,000 and third is \$4,000.

"Social media has become our communication pathway with our communities, so we thought it fitting to use it for our next big outreach. Supporting education has always been a top initiative for Nevada State Bank," explained Craig Kirkland, executive vice president and director of Retail Banking for Nevada State Bank. "Literacy in particular is our passion, but we know Nevada's schools need funds now more than ever. This promotional campaign not only highlights our dedication to the schools, but also enables entire communities to rally around their schools and show their own support."

The campaign runs from Aug. 21 to Oct. 14, 2011. Voters simply log into Facebook and "like" the Nevada State Bank page, which will then take them to the voting page with a drop down of all Nevada public schools. People can vote once per day and voting is open to anyone with a Facebook profile. Parents, teachers, relatives, booster clubs, business partners — anyone who meets the Facebook requirements — can join the effort to earn their school a piece of the \$20K Giveaway.

Weekly updates will be posted on the Nevada State Bank Facebook page, but rankings can truly change in a blink.

"Call your friends and family—send the link—tell them you need their help to make your school the winner," suggested Kirkland. "Social media is one of the fastest ways to reach out to your network—we're excited to see our schools benefit through that same technology."

The winning schools will be announced the week of Oct. 24 in honor of Nevada Day.

Complete promotional e-kits available by sending a request to facebook@nsbank.com.

About Nevada State Bank

Nevada State Bank, with assets of more than \$4.1 billion, is the largest state-chartered [bank in Nevada](#). Established December 9, 1959, Nevada State Bank celebrated its 50th anniversary throughout 2010. A full-service bank with 53 branches statewide, Nevada State Bank offers a complete range of [consumer](#), [private](#) and [business banking services](#). It is a subsidiary of Salt Lake City-based Zions Bancorporation (Nasdaq: ZION), one of the nation's premier financial services companies. With affiliates in 10 Western and Southwestern states, 136-year-old Zions Bancorporation has assets of \$51.3 billion. For more information on Nevada State Bank, call 702.383.0009 or access www.nsbank.com.

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