



**FOR IMMEDIATE RELEASE**

**CARTER BANK & TRUST HOSTS VIRTUAL RIBBON CUTTING TO CELEBRATE RENOVATIONS AT MOORESVILLE BRANCH**

*The branch updates are part of a five-year plan to update all bank properties*

**Mooreville, N.C. – October 7, 2020** – Carter Bank & Trust hosted its first virtual ribbon cutting event to celebrate the Grand Re-opening of their recently renovated Mooreville branch. The event is part of a week-long virtual showcase featuring the Mooreville, N.C. and Boones Mill, Va. branches, hosted entirely through social media.

In March of 2019, Carter Bank & Trust launched a five-year initiative to remodel branches by modernizing interiors for enhanced customer and employee experience, and renovating responsibly using sustainable and energy efficient products and materials. These wide-ranging updates, including LED lighting and environmentally friendly landscaping, go beyond branch renovations to deliver cost-effective maintenance solutions throughout Carter Bank & Trust.

“We really wanted to make the branches more modern and inviting to match the direction the bank is heading,” says Olivia Karavatakis, vice president and facilities director. “Customers will notice small details, such as layout and essential furniture placement, that really make the space more open and welcoming.”

The Virtual Ribbon Cutting was the first of its kind for the bank, with attendees tuning into the event through Facebook Live. Attendees heard from Area Manager Kim Hayes, Branch Manager Brian Ferraro, and Commercial Banker Michael Gander, each describing how these changes were specifically designed with Mooreville customers and the community in mind.

“We are focused on the future and excited to showcase all the improvements we’ve made and how we are creating a better customer experience for those we are privileged to serve,” Hayes said.

**About Carter Bank & Trust**

Headquartered in Martinsville, Va., Carter Bank & Trust is a \$4.0 billion, state-chartered community bank with branches in Virginia and North Carolina. Since 1974, Carter Bank & Trust has built a reputation based on a tradition of care for the communities it serves through convenience, local service, and custom solutions for all customers. Additional information about Carter Bank & Trust is available at [www.CBTCares.com](http://www.CBTCares.com).

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