



FOR IMMEDIATE RELEASE

SouthEast Bank's Diaper Drive to Support East Tennessee Mothers

SouthEast Bank and Helping Mamas partner to collect diapers for local mothers in need during National Diaper Need Awareness Week.

KNOXVILLE, Tenn. Sept. 22, 2022 – SouthEast Bank today announces its upcoming diaper drive to support local nonprofit Helping Mamas. Beginning during National Diaper Need Awareness Week, the bank's Knoxville and Lenoir City branches will collect diaper donations from Monday, Sept. 26, to Monday, Oct. 3.

SouthEast Bank CEO Bill Thompson says that giveback initiatives are one of many ways the bank serves its East Tennessee community.

"As an East Tennessee-based bank, we know how important it is to be there for our neighbors," said Thompson. "From serving customers in our branches to supporting deserving organizations like Helping Mamas, we're focused on making a positive impact on our community."

SouthEast Bank's Bearden, Farragut, Fountain City, Hardin Valley and Lenoir City locations will participate in donation collection.

Helping Mamas Knoxville is East Tennessee's baby supply bank, collecting essential items like diapers and baby products for mothers and families in need. Since launching their operations in 2018, they have distributed more than 322,000 essential items to local families.

Helping Mamas Executive Director Tess Frear says the organization is on a mission to make these necessity items readily available to families that need them.

"When parents have the supplies they need to care for their families, it gives them the freedom to focus on their children, build their careers and so much more," said Frear. "Helping Mamas

aims to create those opportunities, and when organizations like SouthEast Bank rally behind our efforts, it makes an incredible impact.”

For more information about SouthEast Bank’s diaper drive, visit southeastbank.com/helping-mamas.

About SouthEast Bank:

SouthEast Bank, a Tennessee-based financial institution with assets in excess of \$2 billion, is headquartered in Farragut, Tennessee. The bank operates 14 branches throughout East and Middle Tennessee. Because it is operated by local employees who live and work alongside their customers, SouthEast Bank is a true community bank that employs state-of-the-art services and technologies to reinvest in area schools, organizations and neighborhoods. Member FDIC.

Media Contact:

Ashley Slimp
SouthEast Bank Marketing Manager
aslimp@southeastbank.com
865-279-0282