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FOR IMMEDIATE RELEASE

First PREMIER Bank/PREMIER Bankcard Donate \$50,000 to Camp High Hopes

Sioux City, IA – Camp High Hopes was awarded a \$50,000 donation today from First PREMIER Bank and PREMIER Bankcard. The donation is directed towards helping with the capital improvements, sponsorship, and endowment needs associated with the special needs camp's \$4.4 million S'more Smiles fundraising Campaign. Executives from PREMIER presented a check in the amount of \$50,000 to Camp High Hopes officials on Thursday. "Our belief is that we can't be successful unless our communities are successful," said Miles Beacom, President and CEO of PREMIER Bankcard. "A better community doesn't just happen. It takes an ongoing investment of dollars and people power to help improve the quality of life in our communities. PREMIER consistently donates millions of dollars annually to help ignite possibility in our communities. We are fortunate to have Camp High Hopes in our community as they are proof that with the right spark you can improve the quality of life of people with disabilities. PREMIER is proud to be able to make a donation to Camp High Hopes and to the deserving individuals that serves."

Since opening just three years ago, Camp High Hopes has already served over 1,200 kids and adults with disabilities and frequently has waiting lists due to its current capacity limitations. The camp is in need of expanding its existing facilities in order to serve the growing number of individuals on the waiting lists and to improve the quality of their programming. Plans include the addition of two new camper cabins, a welcome center, a climbing silo, a boat house, kitchen improvements, new and improved activity areas, and more. The donation from PREMIER will help us get closer to completing our S'more Smiles Campaign. Ali Langseth, Camp High Hopes CEO said "Our relationship with PREMIER started in 2013 when the Camp was in need volunteer support at our facility in Sioux City. PREMIER responded then with so many volunteers from their organization that they were awarded the 2013 volunteer of the year award. Since then, PREMIER employees have continued to be involved with the Camp through volunteering on the Board of Directors, sponsoring and volunteering at events, and by enrolling their own children with disabilities to attend a session at the Camp. This donation moves us to 75% completion of our campaign goal and one big step closer to being able to grow."

First PREMIER Bank and PREMIER Bankcard are sister organizations, headquartered in Sioux Falls, South Dakota, providing a wide array of financial services on a local, regional and national level. First PREMIER Bank is one of the strongest capitalized banks in the country, while PREMIER Bankcard is the 12th largest issuer of MasterCard® and VISA® credit cards serving millions of customers nationwide. Together they employ more than 2,200 employees in South Dakota. PREMIER Bankcard operates a customer service center in Dakota Dunes, which employs more than 450 area residents. PREMIER was recently ranked as one of the best banks to work for by *American Banker* and Best Companies Group.

Camp High Hopes offers individual, barrier-free recreational experiences that are fun, safe and adaptive for children, teens and adults with disabilities in the tri-state region. For more information on Camp High Hopes, visit www.camphighhopes.com or call the Camp at 712-224-2267.