



# NEWS RELEASE

CONTACT:  
Kathy Funke, Director  
News & Information Services  
812/465-7005  
FAX 812/464-1956

September 5, 1996

For Immediate Release

## **CITIZENS BANK MAKES LEADERSHIP GIFT TO CAMPAIGN USI**

University of Southern Indiana President H. Ray Hoops announced at today's Board of Trustees meeting that Citizens Bank of Evansville has pledged \$250,000 to the University's first capital campaign, *Campaign USI*. This is the first major corporation to announce its financial support of the University's effort to raise \$10.5 million during an 18-month period.

James J. Giancola, president and CEO of CNB Bancshares, is serving as the chairman of *Campaign USI* and said he felt it was important for the campaign chair to "set the pace" for other businesses in this campaign. Mr. Giancola is vice chairman for development of the USI Foundation Board of Directors and has also given leadership to USI's Annual Fund solicitation.

Giancola said that his support of the capital campaign stems from his belief that education is an important component of economic development, and that investments in higher education can pay real dividends. "This campaign will ensure that the University of Southern Indiana continues to be a student-centered, needs-driven, community-responsive institution which is regarded as a leader in Indiana higher education."

The Citizens gift will be used for both ongoing annual programs which Citizens supports and for featured objectives of the campaign such as academic scholarships and strengthening academic programs in the School of Business.

President H. Ray Hoops lauded Citizens' commitment, calling the gift "a benchmark" for other businesses and corporations during the campaign.