

Over the past 100 years, SouthStar Bank has built a tradition of community service, supporting past generations and the generations to come. On October 21, 2020, SouthStar Bank achieved the milestone of 100 years in business. Ahead of this achievement, SouthStar Bank developed a marketing strategy to honor an incredible milestone. The strategy included a book drive, a youth promotion, community events, digital communications, and unique 100-year branding.

Leading up to the 100th Anniversary, SouthStar Bank continued its tradition by hosting a bank-wide book drive. Each branch partnered with local elementary schools to collect new books for their libraries.

With the goal of donating 100 books in honor of its 100 years at each school, SouthStar Bank kicked off the drive by donating 500 books. Many of the books, such as “Bunny Money” and “The Lemonade War,” provided a fun way to introduce financial education to elementary students.

The book drive was met with overwhelming support from the community. Total donations exceeded 8,200 books.

“What better way to celebrate than getting the community involved! We are fortunate to be a part of such a generous network who shares in our commitment to local youth,” said SouthStar Bank President David Kapavik. “Kids are our future, and it’s our goal to support their education and growth.”

SouthStar Bank continued the celebration with a promotional offer of \$100 scholarship bonuses to each new youth savings account opened. The promotion will allow SouthStar Bank to continue serving the next generation.

On October 1, anniversary celebrations kicked off at the Brazoria Branch. From there, the celebration traveled across Central Texas to each SouthStar Bank location to include as much of the community as possible. All of the events featured snacks, exclusive 100-year merchandise, and a raffle giveaway for attendees. SouthStar Bank celebrated its 100th Anniversary on Wednesday, October 21, at the corporate headquarters in Moulton, TX. True to its *Texas Style* motto, the bank welcomed the community for complimentary BBQ accompanied by live entertainment. Invitations for the event were sent through email and local newspapers. Overall, the events were well received by the local communities. Many were congratulatory of the bank’s achievement and thankful to be included in the festivities.

The bank’s social media pages played an integral role in promoting the 100th-anniversary festivities. Content included posts about SouthStar Bank’s youth accounts, event photos, book drive donation photos, and more. The hashtags #BirthdayBookDrive and #SouthStarBank100 were used to connect the content. During this time, SouthStar Bank also released a series of emails and blog posts called Then & Now. The four-part series covered what was happening in SouthStar Bank and the banking industry during 1920, 1945, 1970, and 1995. After remembering the bank’s past anniversaries, SouthStar Bank released the bank’s entire 100-year history in honor of the Centennial. The events were widely covered by local news outlets, including individual articles about the book drive and the main Moulton event.

In conjunction with anniversary plans, the SouthStar Bank Moulton Branch was restored to reflect the building's original beauty and design. The unveiling included tours throughout the evening. Built-in 1906, the historical "Boehm Mercantile Store" was bought in 1990 for conversion into expanded Bank headquarters. The building was transformed back into an authentic interpretation of turn-of-the-century, Victorian architecture. The building shines with new life, ready to greet its community for another century to come.