



For Immediate Release

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SUNRISE BANKS RECEIVES BEST CAUSE ADVOCACY/AWARENESS CAMPAIGN AWARD IN PR DAILY'S 2015
CSR AWARDS

ST. PAUL, Minn., February 3, 2016 – Sunrise Banks received the Best Cause Advocacy/Awareness award in the 2015 iteration of PR Daily's Corporate Social Responsibility awards. The award was given in response to a brand journalism campaign that Sunrise put together to help promote the work of local nonprofit, Newgate School.

Sunrise worked with Twelve-Plus media to create a short video highlighting Newgate's mission and history that was launched alongside a robust social media contest and campaign to promote Newgate School and their work.

According to PR Daily, this year, they saw incredible initiatives that rocked the world with transformative change. Other category winners included an employee volunteer program to recruit young women to STEM fields, a CSR campaign that brought attention to our nation's 'food deserts', a social media campaign partnership with Kid President to promote a #HungerFreeSummer, and many other imaginative campaigns and initiatives.

Sunrise Banks is proud to be in the CSR award winner's category along with 3M, Virginia Tech, Time Warner, MasterCard, PepsiCo, and Bacardi Limited.

About Sunrise Banks

Sunrise Banks, N.A., based in St. Paul, Minnesota, seeks to radically change the way urban communities and underserved people thrive by empowering them to achieve their aspirations. Sunrise is certified by the U.S. Treasury as a Community Development Financial Institution (CDFI), a designation earned by approximately 100 banks nationwide. Sunrise Banks is also a member of the Global Alliance for Banking on Values and is a certified B Corp for its demonstrated commitment to transparent corporate governance and positive community impact. Visit Sunrise Banks at SunriseBanks.com, on Twitter @SunriseBanks, or on Facebook. Sunrise Banks is Member FDIC.

About Newgate

Newgate School is dedicated to helping low-income young adults succeed in their quest for self-sufficiency. Newgate is a nonprofit automotive technical school located in the Twin Cities. We offer auto body and auto mechanics training for unemployed or under-employed adults. Students pay no tuition or

fees. Newgate graduates become certified as auto technicians within 18 months. Then it's off to work in jobs that start between \$25,000 and \$30,000. Newgate has an exceptional job placement rate. Newgate School is funded by the resale of donated cars, many of which are restored or repaired by students as part of their career training. Newgate receives no tax monies or outside funding from government or foundation grants. They are completely self-supporting. Vehicle donations are the single source of funds for their life-changing operations.

About PR Daily

PR Daily is a daily news site run by Ragan Communications that delivers news, advice, and opinions on the public relations, marketing, social media, and media worlds. The Ragan brand now includes over 16 targeted newsletters in the areas of employee communication, organizational writing and editing, sales and marketing, media relations and motivational management. In addition to our newsletter division, Ragan produces several communications conferences, workshops, and senior-level forums throughout the United States. Ragan conferences draw more than 3,000 professionals annually and provide attendees with access to leading communicators, best practices and rich networking opportunities.