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Midwest BankCentre Announces NIL Partnership with Mizzou Quarterback Brady Cook

ST. LOUIS (August 19, 2024) --- [Midwest BankCentre](#), the second-largest privately held community bank in the St. Louis region, is excited to announce a new Name, Image, and Likeness (NIL) partnership with University of Missouri-Columbia star quarterback Brady Cook. This collaboration brings together a leading Midwest financial institution with a rising college football star, creating a powerful platform for financial empowerment and community impact.

One in five Mizzou alumni is from St. Louis and nearly 100,000 alumni currently live in the Gateway City, making St. Louis the largest market within the Mizzou Alumni network. This deep-rooted connection between St. Louis and Mizzou provides a strong foundation for Midwest BankCentre's partnership, fostering a sense of community pride and further positioning Midwest BankCentre as a trusted local partner.



"At Midwest BankCentre, we believe in empowering young people and giving back to our community," said Orvin Kimbrough, Chairman and CEO of Midwest BankCentre and an alumnus of Mizzou. "Brady Cook embodies the same values of dedication, leadership, and a commitment to making a positive difference. We are thrilled to partner with him to promote economic independence and inspire young adults to take control of their financial futures."

Cook is not just a talented athlete; he is also a dedicated volunteer passionate about helping young people in his community. This partnership extends beyond the football field. Midwest BankCentre and Cook will collaborate on initiatives that empower young adults to make informed financial decisions.

"I'm excited to work with Midwest BankCentre because they understand the importance of financial empowerment, especially for student-athletes and young adults like me," said Cook. "Many young people don't know where to start when it comes to managing their money. Through this partnership, I hope to help my teammates and peers avoid financial mistakes and encourage them to establish a strong financial position from an early age."

Midwest BankCentre is committed to convenience and community values, resonating with tech-savvy demographics like Millennials and Gen Z, such as Cook. Research indicates that 73% of Millennials and 88% of Gen Z prioritize a company's social and environmental responsibility when making purchasing decisions. Midwest BankCentre's flexible banking options, designed with college students in mind, support their active lifestyles and educational pursuits. With MBC's digital-first approach, students can manage their finances seamlessly from anywhere, whether through online account openings or the bank's mobile app, empowering them to achieve financial goals while focusing on personal growth.

"Together, we can make a real difference in the lives of young people in the Midwest, helping them achieve their financial goals, build a brighter future, and inspire them to reach their full potential," said Kimbrough.

Learn more about Midwest BankCentre's offerings at www.midwestbankcentre.com and follow Brady Cook on social media (@bradycook) for partnership updates.

About Midwest BankCentre

Midwest BankCentre's current assets exceed \$2.72 billion, and deposits of approximately \$2.27 billion as of 3/31/24. A mainstay of the greater St. Louis community banking scene since 1906, the Bank employs a staff of about 280 working at 17 bank locations in the City of St. Louis, St. Louis, Jefferson, and St. Charles counties in Missouri and St. Clair County in Illinois and 11 states throughout the United States. The Bank also opened a business production office in Kansas City, Missouri, in 2023. It empowers people, enables businesses, and energizes neighborhoods through the strength of its financial services, including personalized consumer and business banking, business cash management, mortgage lending, home equity loans, financial planning and investments, insurance, and digital banking.

Since 2001, Midwest BankCentre has consecutively achieved the Bauer Financial 5-Star Superior financial rating each quarter. The Bank has been recognized for its success in bringing access to reasonably priced capital to traditionally underserved markets and elevating financial inclusivity by addressing the banking needs of low- and moderate-income market customers who are often overlooked. Awards include the 2023 Innovation in Philanthropy Awards from the St. Louis Business Journal, the 2022 Champions of Diversity & Inclusion Award (for-profits) from the St. Louis Business Journal, and Energage's 2021, 2022, and 2023 National Top Workplace overall award and awards for diversity, equity, and inclusion practices.