



Jacob Burns Film Center Announces Apple Bank As New Sponsor

*Apple Bank Will Sponsor News from Our Neighbors,
a Project That Helps Build Community Partnerships*

Pleasantville, NY — February 4, 2020 — The Jacob Burns Film Center (JBFC), a nonprofit cultural arts center, announced today that Apple Bank—which serves communities in the greater New York area—will be the exclusive sponsor of the ongoing feature **News from our Neighbors**.

Appearing in JBFC’s weekly email to its 26,000 subscribers, News from our Neighbors highlights upcoming programs and/or events from community partners, with a link for further details. This feature connects our audience with other local organizations to broaden awareness of their events and offerings.

Previous News from our Neighbors highlights have included major organizations in Westchester, such as Caramoor, Katonah Museum of Art, Pleasantville Farmers Market, and ArtsWestchester, as well as organizations in New York City and beyond, including Tribeca Film Institute and Wave Hill.

“Our goal is to be a supportive community partner—whether it’s a nonprofit cultural institution, a small business, or community organization, we understand the work that goes into creating those special opportunities and we want to share it with our audience,” said Denise Treco, JBFC Director of Marketing and Communications. “We are delighted to welcome Apple Bank as a sponsor and through their generosity expand the program to include even more local events.”

“Apple Bank is proud and delighted to sponsor News from our Neighbors, which connects the Jacob Burns Film Center supporters and subscribers with cultural and community events across Westchester County and in greater New York,” said James G. Matera, Executive Vice President and Head of Consumer Banking. “We applaud and share the Film Center’s mission to foster connections that broaden cultural and educational horizons, engage area residents and enhance the community’s quality of life.”

[Apple Bank](#), established in 1863, provides consumer and small business banking services in greater New York through its branch network and online banking platform and is an active lender in the commercial real estate and corporate banking sectors. Apple is the second-largest state-chartered savings bank in New York State, with over \$15 billion in assets and 79 branches located in the five boroughs of New York City, Long Island, Westchester and Rockland.

[Jacob Burns Film Center](#) is a nonprofit arts and education hub located on a three-building campus in the New York Metro area. The JBFC brings the transformative power of film to the surrounding community through unique programming and discussions, shared experiences, and educational initiatives. Since opening in 2001, over 3,000,000 people have enjoyed the best of current American and foreign cinema, unique film series, and special events at the five-screen theater complex. A pioneer in visual literacy education, the JBFC offers courses for students of all ages at our state-of-the-art Media Arts Lab, and develops media literacy curricula for schools throughout the region.

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Media Contacts:

Sarah Soliman, Ssoliman@burnsfilmcenter.org, 914.773.7663, ext. 448

Paige Grand Pré, PGrandpre@burnsfilmcenter.org, 914.773.7663, ext. 485

Constance Martin cmartin@applebank.com, 212.224.6455