

FirstBank Partners with Hispanic Owned Businesses to Provide Freebies All Month Long

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Reinvented campaign incentivizes residents to support local, Hispanic-owned restaurants while celebrating diversity in entrepreneurship

[FirstBank](#), one of the nation's largest privately held banks with a focus on "banking for good," will celebrate National Hispanic Heritage Month with its annual "Fiesta Friday" campaign during the month of September. A tradition the bank plans to continue despite the [pandemic's impact](#) on communities across the country.

FirstBank has partnered with [What A Sub](#) to provide one free small sub to customers every Friday in September, including September 4, 11, 18, and 25. To participate and receive the free item, customers must mention "FirstBank's Fiesta Friday" when ordering in person or over the phone.

"We are excited to feature a local Hispanic-owned restaurant during our Fiesta Friday events," said Joel Johnson, Market President at FirstBank. "We encourage everyone to partake in our annual Hispanic Heritage celebration, and embrace the diversity that strengthens our business community."

In 2018, FirstBank launched its full-service Spanish Banking Center at its Goodyear branch, along with other Spanish and Asian Banking Centers, where customers can receive banking services in their native or preferred language, ranging from Spanish, Ethiopian dialects to Vietnamese and more. The bank also maintains an inclusive board of directors that reflects the diversity of both its employees and customers. Nearly 40 percent of the bank's employee population represent different races, ethnicities, military statuses and abilities. To learn more about FirstBank's diversity and inclusion efforts, visit [efirstbank.com/about-firstbank/diversity.htm](https://www.firstbank.com/about-firstbank/diversity.htm).

The month-long event is first come, first served, while supplies last. No purchase necessary. Customers must mention Fiesta Friday to receive the free item. One free item per order, per party.

To learn more about Fiesta Friday and the participating restaurants, visit www.efirstbankblog.com/fiestafriday.