

Written by Tyler Hollis
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[Americano Foods](#) co-owners and siblings, Denise and Jeff Malkoon were devastated watching the aftermath of the Beirut explosion this past August. Inspired to help, they announced Americano Foods would contribute 100 percent of proceeds from online sales throughout September to relief work in Beirut. FirstBank, one of the nation's largest privately held banks with a focus on "banking for good," agreed to match money raised throughout the month. Americano Foods' efforts resulted in raising \$4,075, and FirstBank's matching funds increased the total to \$8,150. The donation is being contributed to the [Children's Cancer Center of Lebanon](#).

Denise and Jeff Malkoon, who are third-generation Phoenicians of Lebanese descent, were inspired to serve those in need, particularly those who are extremely vulnerable such as the patients at the Children's Cancer Center of Lebanon (CCCL). Beirut-based Children's Cancer Center of Lebanon is an affiliate of St. Jude's Children's Hospital that serves childhood cancer patients of all ages.

"As the city of Beirut works to rebuild from this disaster, we hope that this contribution will help the CCCL continue its lifesaving mission," said Jeff Malkoon, co-owner of Americano Foods. "We thank everyone for participating in our campaign, and we sincerely appreciate FirstBank's support to double our efforts."

"FirstBank is proud to stand by businesses and organizations doing good here locally, and across the globe," said Joel Johnson, FirstBank Arizona Market President. "We were inspired by Americano Foods' generous efforts to support the Beirut community and CCCL following the August explosion, and we're honored to match Americano Foods' donation to such a deserving cause."

Americano Foods and FirstBank first collaborated when Americano Foods won FirstBank's \$20K Good Business Giveaway, a contest to honor businesses doing good in the community. FirstBank and Americano Foods also coordinated on a cause marketing campaign to support St. Mary's Food bank in 2019.

About Americano Foods: Americano Foods is a nutritious spread company based in Phoenix, AZ. Founded in 2013 Americano Foods develops, produces and distributes nut butter products in multiple unique flavors. Their products can be found in thousands of retail locations including Arizona Sprouts, Fry's and AJs locations. They have built a reputation for their work with local nonprofits and hunger relief agencies like St. Mary's Food Bank.

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About FirstBank: FirstBank began providing banking services in Colorado in 1963. Today, the bank maintains more than \$20 billion in assets and operates more than 110 branch locations across Colorado, Arizona and California. FirstBank offers a variety of checking accounts, savings accounts, home equity loans, mortgages, and a full range of commercial banking services, including financing, treasury management and deposit accounts. Since 2000, FirstBank has been recognized as a leader in corporate philanthropy, contributing more than \$70 million and thousands of volunteer hours to charitable organizations. The company is also unique in that a large portion of its stock is owned by management and employees, giving all employees a financial stake in the bank's success through its Employee Stock Ownership Program. For more information, visit www.efirstbank.com.