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Bank for Millennials Kicks Off College Ambassador Program

BankMobile Selects 30 Official BankMobilist College Brand Ambassadors from 180 Applications Received Across the United States

NEW YORK, September 30, 2015 – BankMobile, America’s first absolutely no-fee, online and mobile bank, today announced it has officially kicked off its [BankMobilist College Brand Ambassador Program](#) with 30 students from across the United States. The students represent 27 schools nationwide and were selected from 180 applicants.

“The BankMobilist program received an enormous amount of interest and we are thrilled to now be working with 30 ambitious college students,” stated Luvleen Sidhu, Chief Strategy & Marketing Officer at BankMobile. “We are educating these students and arming them with the tools to both financially empower their peers and their community and gain valuable skills in entrepreneurship to help them progress in their professional lives. Through their involvement in the #LiveFreeBankFree movement, they will be helping to promote financial literacy while raising awareness of our fun, effortless, no-fee bank.”

The selected BankMobilists are responsible for getting others on campus and beyond to learn about, use and love [BankMobile](#). They are offered a range of incentives, both monetary and non-monetary, based on their accomplishments and progression through the program. The top BankMobilist college brand ambassador at the end of the program will be offered a guaranteed internship with BankMobile in the summer of 2016.

The colleges represented by BankMobilist brand ambassadors include: Binghamton University, Cal Poly Pomona, Chattahoochee Tech College, Eastern Michigan University, Elizabeth Community and Technical College, The George Washington University, Harvard University, Hofstra University, Howard University, Miami University, Milwaukee Area Technical College, New York University, Pace University, Point Park University, Purdue University, Rutgers University-Camden, Spelman College, SUNY Delhi, Syracuse University, Tiffin University, Trine University, University of Maryland College Park, University of North Carolina at Chapel Hill, University of North Carolina at Greensboro, University of San Francisco and, Washington University in St. Louis and Wilkes University.

“We’ve revised the idea of a traditional bank teller to take the form of a digital ambassador. Our chosen college student ambassadors are already fully embracing our unique program and exceeding the expectations we’ve set for them. We can’t wait to see how the BankMobilist program progresses month-to-month,” added Sidhu.

Due to the amount of interest received for the program, BankMobile will be accepting BankMobilist College Ambassador application submissions on a rolling basis. For more information about the program, please visit: <https://www.bankmobile.com/ambassador/>.

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About BankMobile: Established in 2015, BankMobile is America's first no-fee, online and mobile bank and is a division of Customers Bank, with its headquarters in New York. It provides target customers – millennials, the underbanked and middle income households – a digital, effortless, and financially empowering experience. BankMobile offers checking, savings, lines of credit, joint accounts and access to over 55,000 surcharge-free ATMs nationwide (BankMobile VIP customers have free access to every ATM in the country, which is more than 400,000 ATMs), a guaranteed higher savings rate than the top four banks in the nation, a personal banker for all customers, and a free financial advisor for VIP customers. It is a Federal Reserve regulated and FDIC-insured commercial bank. Customers Bancorp is the bank holding company for Customers Bank. BankMobile is an independent operating Digital Banking Division of Customers Bank and also of Customers Bancorp. For more information, please visit www.bankmobile.com.

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Image/Video/Links:

BankMobilist logo

Freestyle Banking Video: https://www.youtube.com/watch?v=wDcA4_iZ00o