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For immediate release:

A WINNING COMBINATION: NCBA PARTNERING WITH BUSINESS CUSTOMERS

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As many who participated may recall, the National Commercial Bank of Anguilla Ltd (NCBA) recently hosted delicious summer events at both branches in The Valley. Beyond the celebration of Anguilla Summer Festival 2016, these activities represented a commitment to the people of Anguilla and to making a difference in the strength of our economy.

Mr. Colville Petty, Chairman of the Board of NCBA stated that “a business succeeds with each transaction and every customer they can attract. When NCBA acts as a ‘partner for success’ on such occasions, growth can follow with each new customer who might taste a new dish, pastry or summer treat they would go back to buy for their family or friends. As they share them, yet more customers would be exposed to also return for more and directly help to build up that business over time.”

The Summer Festival lobby activities included Geraud’s Patisserie and Good Korma on Friday, July 28, respectively offering morning pastries and savory samples closer to the lunch hour. On August Tuesday, the tempting Tropical Treats van greeted customers at both NCBA locations while offering a complimentary scoop of ice cream to one and all.

When asked his impressions of the Summer Cool Off and what advice he might give others in the community, Mr. Kyle Hodge, Tropical Treats owner replied, “I

enjoyed the opportunity to collaborate with NCBA, bringing smiles to many faces. In general customers liked the fact that a 'big entity' like NCBA can partner with a local small business to put on a successful promotion. I would tell other businesses, 'Be ready! Always be in a position to say YES to partnering with NCBA. You never know what the opportunity may bring,'" he added.

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