WestStar Bank Extends Contract with Sun Bowl Association

WestStar Bank Don Haskins Sun Bowl Invitational Secured for 2017-2019

March 6, 2017 (El Paso, TX) – WestStar Bank is proud to announce the extension of their partnership with the Sun Bowl Association, securing WestStar Bank as the title sponsor of the WestStar Bank Don Haskins Sun Bowl Invitational for three more years (2017-2019).

"The Sun Bowl Association has built a family of successful and popular events and we're excited to continue as the title sponsor of the WestStar Bank Don Haskins Sun Bowl Invitational," said L. Frederick "Rick" Francis, WestStar Bank Chairman and CEO. "We're committed to being associated with many of El Paso's traditions that have become a part of the fabric of our region. For many, this tournament is that – a holiday tradition – and we're happy to be able to connect with our local community in this way."

In 2008, the tournament was on hiatus while the Sun Bowl Association sought to secure corporate funding. The following year, WestStar Bank stepped forward as title sponsor and joined them in reviving one of El Paso's most beloved holiday traditions. This year will mark the 56th edition of the WestStar Bank Don Haskins Sun Bowl Invitational and is the nation's oldest collegiate holiday basketball tournament.

About WestStar Bank
WestStar Bank is a locally owned community bank with assets of more than $1.5 billion. Servicing the El Paso, Las Cruces, and northern Mexico area (collectively known as the Borderplex region), it provides businesses and retail consumers local access to a broad array of banking, wealth management, insurance, mortgage, and title services. Additionally, WestStar Bank team members serve on over 100 boards and committees of nonprofit and civic organizations and participate in a wide range of community betterment efforts and philanthropic causes. For more information, visit the WestStar Bank website at weststarbank.com.

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