



California Bank & Trust’s “In Your Corner” Magazine Wins 2023 AVA Digital Platinum Award

Publication helps California businesses and individuals enhance their financial well-being, reflecting CB&T’s relationship-based approach to banking

SAN DIEGO – (February 15, 2023) – [California Bank & Trust](#) (CB&T), one of California’s leading banks, was honored as a platinum winner in the 2023 AVA Digital Awards for its “[In Your Corner](#)” magazine in the consumer print media category. This is the third platinum award the magazine has won in the last year.

“In Your Corner” demonstrates CB&T’s focus on supporting people and businesses building their communities in California. The 32-page magazine includes features on local businesses and non-profits; how-to stories for entrepreneurs and established enterprises; and family-focused content on living well in California. As an extension of CB&T, the magazine also provides smart, concise and informational resources for businesses and individuals who want to enhance their financial well-being.

“It’s an honor for us to receive another platinum award for our ‘In Your Corner’ magazine,” said Jathan Segur, executive vice president, executive director of Premier Wealth Management at CB&T. “CB&T clients are ‘builders,’ California entrepreneurs inventing the future. The magazine is our love letter to them: We’re documenting their hard work, and celebrating their ambition, generosity and ingenuity. It’s also about providing the financial resources to enable every Californian to live their best life. That’s why we named it ‘In Your Corner!’”

The AVA Digital Awards are an international competition that recognizes excellence by creative professionals for digital communications—ranging from website development to audio and visual production. The award is sponsored by the Association of Marketing & Communication Professionals, the industry’s preeminent third-party evaluator of creative work.

In 2022, “In Your Corner” magazine was honored with platinum awards from the MarCom Awards and dotCOMM Awards, as well as a bronze award from the American Advertising Awards.

###

About California Bank & Trust (CB&T): CB&T has been helping Californians and their businesses grow and prosper for 70 years. A division of Zions Bancorporation, N.A. (NASDAQ: ZION), CB&T has been voted “Best Bank” by the *San Diego Union Tribune* for 12 consecutive years, and “Best Commercial Bank” for nine years in a row. Readers of *The Orange County Register* have also voted CB&T as the county’s “Best Bank” for nine consecutive years; and the group has consistently won the Greenwich Excellence Awards for achievement in Middle-Market and Small Business. Its



experienced and professional bankers are backed by major resources yet maintain local decision-making authority and regional market and industry expertise. Each is committed to providing clients with valuable economic insights and connecting them with the beneficial business relationships they need in order to succeed. To learn more, visit www.calbanktrust.com.

Media Contact:

Chris Clemens

KCD PR

clemens@kcdpr.com

(801) 824-0032