Simmons Bank Sends Make-A-Wish Child to Disney World - May 3, 2017

PINE BLUFF, Ark. (May 3, 2017) – In partnership with Make-A-Wish Mid-South, Simmons Bank surprised six-year-old wish recipient Harper with his dream of a trip to Disney World. Harper and his two sisters thought they were running errands in downtown Little Rock Wednesday with their parents when they stumbled into a character-inspired party in the Simmons Bank lobby.

In just a matter of minutes, Harper was wearing mouse ears and learned that he and his family were leaving for Disney World in a few weeks.

The wish reveal comes on the heels of Simmons Bank launching its new brand campaign, Dreams:*Realized*.

“Our new Dreams: *Realized* campaign taps into the fact that as bankers, Simmons associates are in a unique position to help people realize dreams through all stages of life, from opening their first savings account and buying their first home to retiring and securing their legacy,” said Elizabeth Machen, senior vice president of marketing and communications. “It’s not every day we get to fulfill someone’s dream of going to Disney World, but we are thrilled to help send Harper and his family through our support of Make-A-Wish.”

Harper, his family, Simmons associates and Make-A-Wish volunteers capped off the celebration with some of Harper’s favorite snacks – gold fish crackers, cheese balls and cherry suckers.

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About Simmons Bank

Simmons Bank (Member FDIC) is an Arkansas state-chartered bank that started as a community bank in 1903. Through the decades, Simmons has developed a full suite of financial products and services designed to meet the needs of individual consumers and business customers alike. Simmons has grown steadily to approximately $8.4 billion in assets as of December 31, 2016, with nearly 180 branch and ATM locations throughout Arkansas, Kansas, Missouri and Tennessee. It is the subsidiary bank for Simmons First National Corporation, a publicly-traded bank holding company headquartered in Pine Bluff, Arkansas. For more information, visit http://www.simmonsbank.com/.

About Make-A-Wish Mid-South

Make-A-Wish® grants the wishes of children with life-threatening medical conditions. Each year, Make-A-Wish Mid-South fulfills the wishes of more than 250 children across the Mid-South. Founded in 1986, the Mid-South chapter has granted more than 5,000 wishes since its inception. The average cost of a wish is more than $8,000, and the organization relies solely on fundraisers, corporate support and donations from the public to bring hope, strength and joy to families who need it most. To learn more, visit www.midsouth.wish.org.

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