M&T Bank Newsroom

M&T Bank, Fred Jackson Extend Marketing Partnership

Jackson to Star in New, Behind-The-Scenes Online Video Series



BUFFALO, N.Y. —Buffalo Bills Running Back Fred Jackson is delivering again – after returning to the field at Bills' training camp at St. John Fisher College, he will return for a fourth season as a member of the M&T Bank team.

As part of the partnership, which began as a one-year agreement in 2011 and is now extended through 2015, Jackson will appear in M&T Bank's multi-media advertising campaign throughout Western New York during the upcoming 2014-15 football season and work with M&T on select appearances and community events.

"Our 30-year association with the Buffalo Bills helps us offer our customers special fan experiences throughout the season, and we're excited to again run with Fred Jackson as we show our team colors," said M&T Bank Chief Marketing Officer Peter J. Eliopoulos. "He works hard in practice, is an inspiring athlete on the field, and he shares our belief in being involved in the community."

"The Buffalo Bills have great fans and they inspire me to give everything I've got to the team," Jackson said. "M&T's focus on special fan experiences is another way for me to get closer with Bills fans and I look forward to another season of working with M&T in the community."

New Online Videos Series Featuring Jackson

To welcome back football, M&T Bank is launching "Through Fred's Eyes," a new online videos series starring Jackson beginning this Thursday, July 24, 2014. Upcoming videos will reveal how Jackson tackles training exercises, such as squats, speed drills, and the bench press, as well as his game-day customs, like the 'Ickey Shuffle' and his 'DIII' eye black.

"In just 3 years, M&T Bank's Buffalo Bills Facebook Page has cultivated a tremendous following among thousands of fans who know it's the place to go for unique Bills content," said Eliopoulos. "Now, we've worked with Fred to pull back the curtain even more to give fans a rare, inside look through a player's eyes," said Eliopoulos.

The series will run every Thursday through September 18, 2014. Fans can view the videos on M&T Bank's My Bills Card Facebook page at www.facebook.com/MyBillsCard.

Jackson, a product of Division III Coe College, worked his way into a starting role with the Bills after signing as an undrafted free agent in 2006. In 2009, he became the first NFL player to rush for more than 1,000 yards and gain more than 1,000 yards on kickoff returns.

Official Bank of the Buffalo Bills
M&T Bank is the "Official Bank of the Buffalo Bills" and the exclusive provider of Bills checks and debit cards. M&T is one of the team's longest-tenured corporate sponsors, with a marketing relationship dating back to 1985.

Customers interested in opening a Bills Checking account can do so at any M&T Bank branch are eligible to choose from two free Buffalo Bills debit card images, football images or even upload their own game-day fan photo.

About M&T Bank
Founded in 1856, M&T Bank Corp. is one of the 20 largest U.S. bank holding companies, with more than 700 branch offices and 1,500 ATMs in New York, Pennsylvania, Maryland, Virginia, West Virginia, Delaware and Washington D.C.

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