



WESTSTAR EXTENDS SPONSORSHIP WITH SUN BOWL ASSOCIATION FOR DON HASKINS SUN BOWL INVITATIONAL

FOR IMMEDIATE RELEASE

December 22, 2023 (El Paso, TX) – WestStar, the leading financial institution in the Borderplex, is excited to announce a three-year extension with the Sun Bowl Association to sponsor the Don Haskins Sun Bowl Invitational.

President and CEO David W. Osborn said, "We are proud to renew our sponsorship with the Sun Bowl Association. The Don Haskin's Sun Bowl Invitational is a holiday tradition and we are happy to help keep an El Paso tradition alive by extending our longstanding partnership with them."

Sun Bowl Association Executive Director Bernie Olivas said, "The Sun Bowl Association is very grateful to WestStar for continuing to sponsor the oldest Collegiate Holiday Basketball Tournament in the country. It is through their partnership that we are able to draw the teams that make this a premier tournament."

Initially signed in 2009, the renewed partnership will run through 2026.

About WestStar

WestStar is a locally owned community bank with more than \$3 billion in assets. It services the El Paso, Las Cruces, and northern Mexico area (collectively known as the Borderplex region). WestStar provides businesses and retail consumers with local access to a broad array of financial services, including banking, treasury management, wealth management, insurance, and title services. Additionally, WestStar team members serve on over 60 boards and committees of non-profit and civic organizations and participate in a wide range of community betterment efforts and philanthropic causes. For more information, visit the WestStar website at weststarbank.com.

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