



NEWS

P.O. Box 709 • Tupelo, MS • 38802-0709

www.renasantbank.com

Phone (800) 680-1601 • Fax (662) 680-1231

NASDAQ: RNST

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CONTACT: Liz McIntyre

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liz.mcintyre@renasant.com

Renasant Roots Entrepreneurial Success Series Launches in Atlanta

ATLANTA, GA – Renasant Bank is proud to introduce the Renasant Roots Entrepreneurial Success Series to the Atlanta market. The capacity building workshop is a four-week program customized to help small business owners sharpen their business development skills and fill gaps in their knowledge and experience to make their enterprises stronger.

Renasant Roots was created in partnership with the Birmingham Business Resource Center four years ago. With the program having great success in the Birmingham market, Renasant's Birmingham team and the BBRC are sharing the Renasant Roots template with the Atlanta Renasant team to share with small business owners in Atlanta.

"We are excited to bring the Renasant Roots program to the Atlanta market. After watching the success and growth of the program in Birmingham, we decided that it would be a great opportunity to share these business resources with the Atlanta community as well," said Zennie Lynch, Atlanta Market President. "In addition to the skills development and powerful information these participants will receive, they will also be provided with a small business development grant of \$2,500 when they complete the program."

The workshop will focus on business development and planning, marketing and branding, accounting principles and tax preparation, funding options, and resource development. Speakers for the sessions will be provided by Invest Atlanta, Access to Capital for Entrepreneurs, LiftFund, and Atlanta Black Chambers.

There is no cost to participate in the program other than committing 10 hours over five weeks. 10 participants will be selected through an application process. To apply, click [HERE](#). Applications

will be accepted until August 30, 2021. For questions and more information, please call 770.237.1786 or email RenasantRootsCapacityBuilding@renasant.com.

ABOUT RENASANT CORPORATION:

Renasant Corporation, a 117-year-old financial services institution, is the parent of Renasant Bank. Renasant has assets of approximately \$16 billion and operates 199 banking, mortgage, financial services and insurance offices throughout Mississippi, Tennessee, Alabama, Florida, Georgia, North Carolina and South Carolina.

For more information please visit www.renasantbank.com or Renasant's IR site at www.renasant.com.

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