

Marcus Mariota Says 'Yes' to First Hawaiian Bank

May 1, 2015 5:11 PM ET



(HONOLULU, Hawaii—May 1, 2015) – Marcus Mariota has entered into a partnership with First Hawaiian Bank, Hawaii’s oldest and largest bank, and will be prominently featured in the bank’s ‘It All Starts with Yes’ branding campaign, according to Bob Harrison, First Hawaiian Bank chairman, president and CEO. First Hawaiian Bank is the first Hawaii company to sign Mariota.

“Marcus Mariota is a gifted athlete and is someone who embodies the same core values of integrity, teamwork and community service that are part of our First Hawaiian Bank culture,” said Harrison. “He’s a terrific role model and his pursuit of his dream of playing professional football is inspirational for us all. He is a wonderful example of what the power of Yes can do in transforming lives.”

“As a customer of First Hawaiian Bank, I appreciate that the bank has always been very supportive of our island community – both through their employee volunteerism and being a top contributor to charities,” said Marcus Mariota, Heisman Trophy winner. The “It All Starts with Yes” campaign is something I believe in. Once you say ‘Yes’ to pursuing your dream, you need to trust the process and battle through any adversity. You also need to believe that things will all work out in the end. Through this partnership with First Hawaiian Bank, I want to help inspire others to dream big and strive for greatness.”

In 2014, the bank launched its ‘Be the One’ branding campaign with the slogan “It All Starts with Yes” which encourages people to be courageous, to take on their dreams, and to persevere through life’s challenges. The partnership with Mariota is an extension of this branding concept using real customers as inspirational success stories. Since 1969, First Hawaiian Bank has been known as the bank that says “Yes.” Yes is more than just a word, it represents the ‘can do’, determined spirit of Hawaii’s people. It’s the bank’s promise to its customers, to each other, and to the communities they serve to be the one to make a difference.

Mariota was the University of Oregon Ducks starting quarterback from 2012 to 2014. He has received numerous awards

and accolades making him one of the most decorated college athletes. He was the first ever Ducks player and Hawaii-born athlete to go on to win the 2014 Heisman Trophy. Mariota is a graduate of St. Louis School where he participated in multiple sports.

Founded in 1858, First Hawaiian Bank (www.FHB.com) is Hawaii's oldest and largest bank with \$18.7 billion in assets and has been serving the people of Hawaii for over 156 years. The bank operates 57 branches in Hawaii, three on Guam and two in the CNMI.