

For Immediate Release

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BLOOM WITH US

A Partnership with First Community Bank and P. Allen Smith

LITTLE ROCK, Ark.— In recent years, the importance of pollinators and their impact on our communities has garnered more focus and increased public awareness. People, often unknowingly, may pose one of the biggest threats to pollinators and other beneficients because of the ways we have disturbed their natural habitats with our everyday practices and the use of pesticides in our gardens. The good news is we can also be the ones to help rebuild the habitats by planting gardens with flowers that attract and are hospitable to bees, butterflies, ladybugs and hummingbirds.

Today, P. Allen Smith announced the “Bloom with Us” program, a statewide initiative with First Community Bank to design and install pollinator gardens at over 20 bank locations throughout Arkansas. “Bloom With Us” will beautify the community while raising awareness of the benefits of pollinators and hopefully encourage others to do the same.

“We are very excited to bring P. Allen Smith’s knowledge of landscape design and gardening to our bank locations to create something unique in each of our communities,” stated Dale E. Cole, chairman & CEO of First Community Bank. “A pollinator garden seemed like the perfect thing to give back to our communities. It will offer a place for learning, fellowship and interaction.” I hope the gardens will be a breath of fresh air and everyone will be inspired by what P. Allen Smith brings to life.”

“Creating a habitat that encourages pollinators like butterflies and bees to do their work is a critical piece of landscape design,” stated P. Allen Smith. “The first garden, at the corner of Kavanaugh and Cantrell will soon delight the eye while benefiting nature,” Smith concluded.

For more information, visit www.firstcommunity.net

About First Community Bank

First Community Bank, which is locally owned and managed, opened August 4, 1997, in Batesville, Arkansas, and currently operates 22 full-service branches in Arkansas and Missouri. First Community employs more than 380 professional bankers and reports assets of \$1.4 billion as of September 30, 2018.

About P. Allen Smith

P. Allen Smith has parlayed a lifelong passion for the natural world into a career that allows him to share garden, home, and lifestyle knowledge and insights with a worldwide audience. As a conservationist, author, and television host he is a trusted resource for tried-and-true methods as well as cutting-edge knowledge in the small farm and garden communities. Whether its old-school flocks, eating local or green innovations, he combines them all at the farm he designed at Moss Mountain—a place grounded in history, inspired by his southern upbringing and guided by modern day application.