



IN THE COMMUNITY:



FOR THE FALL OF 2025, PVB PARTNERED WITH WCYB FOR THE POWELL VALLEY NATIONAL BANK HALFTIME SHOW ON FRIDAY NIGHT RIVALS. FOR THE HALF-TIME SEGMENTS, PVB CHOSE TO PARTNER WITH DIFFERENT COMMUNITY ORGANIZATIONS EACH WEEK TO HIGHLIGHT THEIR MISSION, IMPACT, OR SPECIAL EVENTS THEY HOST. THROUGH THIS PARTNERSHIP PVB HIGHLIGHTED 11 ORGANIZATIONS! WATCH ALL OF THE COMMUNITY SEGMENTS BELOW:

WEEK 1: MARSH

Sydney Skeen, Customer Service Representative, and Steffanie Sukel, Director of Marsh Regional Blood Center, discuss our partnership, our two annual blood drive events, and the need for blood in our region.

[Marsh & PVB Ad](#)

WEEK 2: UNITED WAY

Brent Mullins, SVP Market Executive and Board President for United Way, Leslie Dalton, President & CEO of United Way of East TN Highlands, and Danelle Glasscock, Executive Director of United Way of Greater Kingsport, discuss the impact United Way has on our communities.

[United Way & PVB Ad](#)

WEEK 3: BLUE HIGHWAY FEST

Tiffany Collier, VP and Retail Operations Executive, Steve Lawson, Town Manager, and Tracy Kress, Business Owner, discuss the Blue Highway Fest and the impact it has on the Town of Big Stone Gap.

[Blue Highway Fest & PVB Ad](#)

WEEK 4: BOYS & GIRLS CLUB

Shawn Porter, SVP & Bristol Market Executive, and Kathy Lowdermilk, CEO of Boys & Girls Club of the Mountain Empire, discuss the importance of the Club and a fun event they have.

[Boys & Girls Club & PVB Ad](#)

WEEK 5: REGIONAL WORKFORCE HOUSING ALLIANCE

Leton Harding, CEO & President of PVB, and Megan Hamilton, Collective Impact Specialist STRONG ACC, share the importance of the Regional Workforce Housing Alliance.

[Regional Workforce Housing Alliance & PVB Ad](#)

WEEK 6: FAMILY CRISIS SUPPORT SERVICES

Amy Mellinger, SVP & Chief Digital Banking Officer for PVB, and Marybeth Adkins, Executive Director of Family Crisis Support Services, discuss the organization and the impact it has on our community.

[Family Crisis Support Services & PVB Ad](#)

WEEK 7: LUNCHBOX276

Cassie Dotson, VP & Director of Deposit Technology Operations, Marybeth Masters, Lunchbox 276 Program Director, and Dianna James, Lunchbox 276 Expansion Coordinator, discuss the mission and importance of Lunchbox276 as well as the exciting things they have in the works.

[Lunchbox276 & PVB Ad](#)

WEEK 8: MOUNTAIN EMPIRE OLDER CITIZENS

Mickey Bryd, Senior Investment Advisor, and Marsha Craiger, Emergency Services Director for MEOC, discuss the Emergency Fuel Fund.

[MEOC & PVB Ad](#)

WEEK 9: MOUNTAIN EMPIRE OLDER CITIZENS

Leton Harding, CEO & President of PVB, joins Amy Greear, Executive Director of MECC Foundation, to discuss the Promise Program.

[MECC & PVB Ad](#)

WEEK 10 PART 1: ISAIAH 117 HOUSE

Kasi Clifton, VP & Director of Marketing & Human Resources, joins Brandy Martin, Isaiah 117 House Expansion Coordinator, to discuss the mission, details, the organization's newest expansion into our region.

[Isaiah 117 House & PVB Ad](#)

WEEK 10 PART 2: TOYS FOR TOTS

Jeff Woodard, VP & Office Manager, joins Loretta See, Toys for Tots LCO, to talk about the importance of gifting this holiday season.

[Toys for Tots & PVB Ad](#)