



FOR IMMEDIATE RELEASE

Contact: Laura Murphy

Regan Communications

(843) 437-8007

lmurphy@regancomm.com

First Reliance Bank Joins National Movement to Help Feed Out of Work Restaurant Employees, Their Families and Frontline Healthcare Responders. Encourages Others to Follow.

Newly launched Charleston Hospitality Group campaign, “Full Belly, Full Hearts” has provided over 2,500 meals to those affected by the current crisis.

CHARLESTON, SOUTH CAROLINA, April 9, 2020 — Sam Mustafa, CEO of Charleston Hospitality Group (CHG) proudly welcomes First Reliance Bank to join his nationwide movement to feed unemployed hospitality workers, their families, and healthcare responders through the COVID-19 health crisis. Over 2,500 meals have been donated through delivery or pickup service with another 2,000 full-service Easter holiday meals being prepared for this Sunday.

Since the start of the “Full Belly, Full Hearts” campaign, Mustafa has been vocal in urging others to get involved in this movement across America and partner together to help make a difference.

First Reliance Bank, a privately-owned bank with 14 locations across the Carolinas, responded to this request to support their communities and encourage other financial institutions and restaurants to get involved and do their part.

“My commitment to the community has always been to support our local businesses and partners. During times such as what we are going through, I feel it is more important to not only say this, but to express my commitment of support. We are happy to support restaurant employees, their families, and healthcare responders by partnering with Charleston Hospitality Group to provide meals for them, especially over the Easter holiday.”

“Sam Mustafa has shown extraordinary leadership in finding ways to help his employees during their time of need and forming partnerships with companies like ours who have the same mindset. We encourage everyone to support restaurant businesses and join the “Full Belly, Full Hearts” campaign initiative across your communities,” said Rick Saunders, CEO/President of First Reliance Bank.

The response to the campaign has been incredibly positive with lines out the door and many taking advantage of the opportunity to receive a free meal anytime between 8 AM – 8 PM Monday – Sunday at any of the Toast locations in Charleston, Mount Pleasant, Summerville or West Ashley.

“I have received countless texts, emails, phone calls from people from all different industries and businesses thanking me and expressing gratitude for creating this opportunity to help provide something as simple as a homemade meal to those who are struggling right now. That means everything to me and is why I came up with this idea one sleepless night. I’m hoping we can continue to help make a difference,” says Mustafa.

About Charleston Hospitality Group

Charleston Hospitality Group (CHG) is a restaurant and entertainment group comprising Eli’s Table, John King Grill, Queology, Tabbuli, Toast of Charleston, Toast of Summerville, Toast of West Ashley, Toast of Mt. Pleasant, Honky Tonk Saloon, and Charleston Hospitality Catering. CHG is committed to engendering a culture of giving back to the community, especially in the areas of education, promoting wellness, supporting the military and eradicating hunger and poverty. For more information, please visit fullbellyfullhearts.org or call (843) 822-0011.

About First Reliance Bank

Founded in 1999, First Reliance Bank (FRB) (NASDAQ: FSRL.OB) is based in Florence, S.C. and has locations throughout the Carolinas. FBC has earned a customer satisfaction rating of 90 percent and has been recognized as “One of the Best Places to Work in South Carolina” by SC Biz News for 14 consecutive years. In addition to offering a full range of personalized community banking products and services for individuals, small businesses, and corporations, FRB offers unique community-focused customer programs, which include Hometown Heroes, BetterLife, and Check ‘N Save. FRB also offers a full suite of digital banking services, a Customer Service Guaranty, a Mortgage Service Guaranty, and is open on most traditional bank holidays. For more information, visit www.firstreliance.com.

###