KS Bank Announces Partnership with Campbell University Athletics

Three-year, $30,000 community partnership will support Campbell student-athletes and strengthen KS Bank's presence in Harnett County



Pictured From Left to Right: Judy Page, Travis Bailey, Earl W. Worley, Jr., Braxton Harris, Collin Peregoy, Mark Eason

SMITHFIELD, NC, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- KS Bank, a North Carolina community bank, today announced a three-year, $30,000 partnership with Campbell University Athletics to support student-athletes and the university's athletics program. The partnership builds on KS Bank's growing presence in Harnett County and its longstanding commitment to investing in the communities it serves.

"Campbell University makes a lasting contribution to Harnett County through its students, programs and engagement with the broader community," said Earl W. Worley Jr., president and CEO of KS Bank. "As KS Bank grows its presence here, we want to invest in organizations that help the community thrive. This partnership allows us to support Campbell's student-athletes while building an even stronger connection with the people and businesses of Harnett County."

KS Bank opened its Lillington financial center in August, establishing its second Harnett County location alongside its Dunn office. Located near Campbell's Buies Creek campus, the Lillington branch gives area individuals, families and businesses convenient access to local decision-making, personal service and a full range of banking, mortgage and wealth management services.

"As a Campbell graduate, I know firsthand how deeply the university is connected to Harnett County and how much pride it inspires across this community," said Travis B. Bailey, chief administrative officer and executive vice president of KS Bank. "It is especially meaningful to see KS Bank build a relationship with my alma mater that supports student-athletes and brings two

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>
> *Travis B. Bailey, chief administrative officer and executive VP of KS Bank*

organizations with deep local ties closer together."

The commitment includes support for student-athletes and a broader sponsorship of Campbell Athletics. Throughout the 2026 football season, a 30-second KS Bank commercial will be shown at each home game, and the bank's logo will appear on the headsets worn by Campbell's football coaching staff.

"At Campbell, we talk often about what it means to be a great teammate: showing up, listening, understanding the goals in front of you and helping others succeed," said Braxton Harris, head coach of Campbell football. "Those are the same qualities we see in KS Bank's approach to serving its customers and communities. We are proud to welcome KS Bank to the Fighting Camels family and grateful for its support of our student-athletes and athletics program."

About KS Bank

For over 100 years, KS Bank has served the Triangle East region of North Carolina. KS Bank, a state-chartered savings bank, is a community-oriented financial institution offering a broad array of competitive and pro-growth financial services to businesses, professionals, individuals, and families. KS Bank offers retail and commercial lending and deposit services, mortgage products, and wealth management services through its Trust Division, Kestrel Wealth Management. KS Bank's corporate office is located in Smithfield, NC and they operate twelve financial centers in Harnett, Johnston, Nash, Wake, Wilson, and Wayne Counties.

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