



**FOR IMMEDIATE RELEASE**

Laura Ruiz  
(857) 384-8854  
Laura.Ruiz@citizensbank.com  
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**NurturePA Named *Champion in Action* by Citizens and Trib Total Media Expanding Mental Health and Well-Being Resources in Pittsburgh**

*Recognition provides \$50,000 in unrestricted funding and volunteer support from Citizens*

**PITTSBURGH/PENNSYLVANIA (January 13, 2025)** – NurturePA, a nonprofit organization dedicated to supporting and empowering mothers of young children through their innovative mentorship program, has been named a Citizens' 2025 Champion in Action® for their efforts to improve access to mental health and well-being programming by delivering education and resources needed to help people achieve their potential and thrive. Announced jointly by Citizens and Trib Total Media, NurturePA will receive \$50,000 in unrestricted funding, and promotional and volunteer support to propel their work to bolster mental health and well-being in the Pittsburgh community.

"At Citizens, we recognize that mental health and well-being are fundamental to the success and resilience of our workforce and communities," said Mark Rendulic, Pittsburgh Market President, Citizens. "We're thrilled to recognize NurturePA as one of our nine 2025 Champions in Actions and support their efforts to expand access to mental health services and help create a brighter future for our community."

NurturePA has a team of trained mentors, all mothers themselves, that provide compassionate guidance and understanding to help navigate the challenges of motherhood. Recognizing the demands on mothers' time, their mentorship is delivered virtually via text message. This flexible approach allows for convenient and accessible support, ensuring that mothers can engage with their mentors at their own pace, whenever it suits them. Their program emphasizes the importance of maternal mental health and its direct impact on the social-emotional development of children. Together, they are building a community where moms feel supported, informed, and connected, fostering resilience and nurturing the next generation. Funding from the Champions in Action award will allow the organization to provide more than 130 moms with mentorship for one year and will enable the organization to expand their reach.

"NurturePA is honored and grateful to be recognized as a Citizens Champion in Action," said Phil Keys, Executive Director of NurturePA. "Our team, including our dedicated mentors, empower expecting moms and moms of children 0-3. Our program, the Nurture® Program, emphasizes maternal mental health and its direct impact on the social and emotional development of children. With this award from Citizens, NurturePA will further our goal of positively impacting a generation of children by providing resources, information and support to make a meaningful difference in the lives of countless women. Thank you."

As a Champion in Action, organizations will benefit from:

- A \$50,000 contribution in unrestricted funds from Citizens
- Media coverage and public service announcements from Trib Total Media
- Volunteer support from Citizens colleagues
- Public relations and promotional support

"NurturePA's innovative mentorship program harnesses the spirit of community and power of technology. Their unwavering commitment to providing support to new moms makes them a vital resource for families and a beacon of hope for our region," said Jennifer Bertetto, Trib Total Media President & CEO. "Honoring NurturePA as a Citizens Champions in Action recognizes their extraordinary impact and helps ensure their invaluable work continues to flourish."

Citizens' Champions in Action program celebrates and supports local nonprofits with operating budgets under \$5 million who are creating lasting change in the communities they serve. Twice a year, one nonprofit in each of Citizens' nine major markets is selected to receive funding, promotional and volunteer support to accelerate programming and services focused on a topic that aligns with one of Citizens' Sustainability and Impact focus areas – Driving Positive Climate Impact, Building the Workforce of the Future, and Fostering Strong Communities.

Since the program's launch 23 years ago, Citizens has awarded more than \$11 million in unrestricted grants and promotional and volunteer support to more than 400 Champions in Action nonprofit winners across the bank's footprint. In Pittsburgh alone, 56 nonprofits have been honored, receiving more than \$1.7 million in funding.

For more information about the Champions in Action program, visit [Champions in Action | Be Inspired | Citizens \(citizensbank.com\)](#). To learn more about Citizens' Sustainability and Impact strategy, visit [Sustainability and Impact \(citizensbank.com\)](#).

### **About Citizens Financial Group, Inc.**

Citizens Financial Group, Inc. is one of the nation's oldest and largest financial institutions, with \$219.7 billion in assets as of September 30, 2024. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. Citizens helps its customers reach their potential by listening to them and by understanding their needs in order to offer tailored advice, ideas and solutions. In Consumer Banking, Citizens provides an integrated experience that includes mobile and online banking, a full-service customer contact center and the convenience of approximately 3,100 ATMs and more than 1,000 branches in 14 states and the District of Columbia. Consumer Banking products and services include a full range of banking, lending, savings, wealth management and small business offerings. In Commercial Banking, Citizens offers a broad complement of financial products and solutions, including lending and leasing, deposit and treasury management services, foreign exchange, interest rate and commodity risk management solutions, as well as loan syndication, corporate finance, merger and acquisition, and debt and equity capital markets capabilities. More information is available at [www.citizensbank.com](http://www.citizensbank.com) or visit us on [Twitter](#), [LinkedIn](#) or [Facebook](#).

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