FOR IMMEDIATE RELEASE

Contact: **Rebecca White**
Phone: **(423) 378.9500**
Email: **rwhite@bankoftennessee.com**

JOHNSON CITY – On August 24, 2017, the Board of Trustees for East Tennessee State University approved the naming of the William B. Greene, Jr. Football Stadium. Later the same day, the University held a press conference at the new stadium to release the naming honor to the public.

According to ETSU President Dr. Brian Noland, this naming recognizes the longstanding and generous support of William B. Greene, Jr., Dr. Linda Latimer and the Bank of Tennessee. For over four decades, Greene has been a tireless champion for supporting students and student athletes through scholarships as well as enhancing facilities. The Warren-Greene Golf Center at ETSU, which opened in 2004, was dedicated in honor of Greene in recognition of his support of the ETSU golf program.

“Bill Greene is a longtime supporter of East Tennessee State University,” Noland said. “He is a keen businessman with a true vision for the success of our students, our athletics programs and this university as a whole. For years, he has showed a strong commitment to that vision through his generous contributions of both time and funding. We are extremely grateful to have Mr. Greene as a friend of our institution, and it is only fitting that his name will adorn our new football stadium – a football stadium that symbolizes not only Buccaneer spirit and ETSU pride, but also serves as a venue for community engagement and regional camaraderie.”

The stadium will open on Sept. 2 when the Bucs take on Limestone at 7 p.m.

“East Tennessee State University, under the leadership of Dr. Brian Noland, is rapidly becoming one of the premier universities in the South,” Greene said. “Dr. Noland has raised the bar, and now it is time for us to raise the bar. That is exactly what we set out to do. There is no looking back now.”

Greene became president and CEO of Carter County Bank in Elizabethton, Tenn., at the age of 24, making him the youngest CEO of a financial institution in the United States. In 1974, he co-founded Bank of Tennessee in Kingsport, Tenn., and is currently chairman of BancTenn Corporation, which holds ownership of Bank of Tennessee, Carter County Bank and Mountain Community Bank.

Greene holds a bachelor’s degree in history and philosophy from Wake Forest University, where he served as chairman of the Board of Trustees and where the Psychology and Foreign Language building

bears his name. He completed post-graduate study at Wake Forest, Northwestern, Harvard and Rutgers universities.

Numerous organizations have benefited from Greene's leadership and generosity over the years, including East Tennessee State University, Milligan College, Tennessee Performing Arts Center, Boy Scouts of America, American Cancer Society, Boys and Girls Club, Tri-Cities Business Alliance, Bill Gatton School of Pharmacy and the World Presidents' Organization, to name a few.

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