



## **California Bank & Trust Supports PCR SBDC To Provide Business and Economic Development Assistance to Small Businesses and Entrepreneurs**

*Support enhances PCR SBDC's Sisters Entrepreneur Loan Fund Program*

**SAN DIEGO – (May 9, 2023)** – [California Bank & Trust](#) (CB&T), one of California's leading banks, is proud to support PCR SBDC (Pacific Coast Regional Small Business Development Center), a non-profit that provides business and economic development assistance to underserved small businesses and entrepreneurs, with a mission to promote community development by delivering financial and educational services. The gift will support PCR SBDC's Sisters Entrepreneur Loan Fund (SELF) Program.

The SELF Program provides financial education, individual coaching and business workshops to women business owners who are Black, Indigenous and people of color (BIPOC) in Los Angeles. It seeks to help this population recover from the pandemic and thrive in the future. The cohort of women selected for the SELF program will participate in workshops and one-on-one business consultation, and gain skills and knowledge to help them be eligible for grant funding for general expenses and technology improvement.

"Many people, especially BIPOC women, are still trying to recover financially from the economic setbacks brought on by the pandemic," said Lisa Brooks, First Vice President of CB&T's Community Development Finance Division. "California Bank & Trust is proud to do our part to offset some of the challenges for these small-business owners by supporting the SELF program and helping to educate this year's cohort of women throughout their entrepreneurial journeys."

PCR SBDC is a private, non-profit corporation founded in 1977 to assist small-business owners in becoming successful members of the Southern California business community. PCR SBDC provides financial, educational and consulting services through contracts with the federal government, the state of California and partnerships with private institutions.

Support for PCR SBDC is one focus of CB&T's extensive community outreach. To learn more about CB&T's commitment to building a strong California, visit [www.calbanktrust.com](http://www.calbanktrust.com). In addition, connect with CB&T on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

**About California Bank & Trust (CB&T):** CB&T has been helping Californians and their businesses grow and prosper for 70 years. A division of Zions Bancorporation, N.A. (NASDAQ: ZION), CB&T

has been voted “Best Bank” by the *San Diego Union Tribune* for 12 consecutive years, and “Best Commercial Bank” for nine years in a row. Readers of *The Orange County Register* have also voted CB&T as the county’s “Best Bank” for nine consecutive years; and the group has consistently won the Greenwich Excellence Awards for achievement in Middle-Market and Small Business. Its experienced and professional bankers are backed by major resources yet maintain local decision-making authority and regional market and industry expertise. Each is committed to providing clients with valuable economic insights and connecting them with the beneficial business relationships they need in order to succeed. To learn more, visit [www.calbanktrust.com](http://www.calbanktrust.com).



(Photo caption: California Bank & Trust is pleased to support the latest cohort of PCR SBDC's SELF Program, helping women of color succeed in small business.)

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