



## **MISSING: BARNEY – BELOVED SYMBOL OF PERSONAL SERVICE**

Hartford, CT (March 2, 2004) . . . Barney, the bow-tied mascot of the new Connecticut Bank & Trust (CBT), is still missing, despite alleged sightings and intensified efforts to make contact. Barney, a symbol of friendly, personal service, disappeared in the 1990s.

At that time, Barney tried to find a place where his style of service was appreciated, but couldn't find a home, as larger banks from farther away took control of banking in CT. With teller lines lengthening and banking became more frustrating and impersonal, he left and joined an underground group for bank mascots, the Banking Icons for Improving Customer Service, BIICS. He was last known to reside in the group's safe house in an undisclosed location in South America.

Now, with the imminent opening of CBT in Connecticut, efforts to locate Barney have reached the highest level in years. Company management has peppered the area with flyers and signs, hoping to gain some new intelligence. "Anyone seeing Barney should contact us," said Dave Lentini, president of CBT. "We're planning to introduce the kind of service that Barney stands for. . . better banking, better products and more personal service." Anyone who thinks they have spotted Barney can learn more at [www.customerserviceisback.com](http://www.customerserviceisback.com).

[Missing Sign Art](#)

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