



# WESTERN HERITAGE BANK

Connected to the community. And to you.

**Media Contact:**  
**Alix Duchouquette**  
**Mithoff Burton Partners**  
**aduchouquette@mithoffburton.com**  
**915-227-4945**

**FOR IMMEDIATE RELEASE**

## **WESTERN HERITAGE BANK ANNOUNCES MARKET PRESIDENT FOR LAS CRUCES**

**El Paso, Texas – August 29, 2018** – Western Heritage Bank has announced that Brandy Darden has been promoted to Las Cruces Market President. She previously served as Senior Vice President for Las Cruces.

“We applaud Brandy on her promotion to President of our Las Cruces market. She has served the bank well and we look forward to her continued leadership as we grow our business in the Las Cruces community,” said Greg Cory, President and CEO of Western Heritage Bank.

Darden was Vice President/Market Manager of Century Bank in Las Cruces, New Mexico from 2014-2017. She also served as Vice President/Commercial Lender at Century Bank from 2011-2014. From 2003-2011, Darden was Vice President/Commercial Lender at State National Bank (now known as BBVA Compass) in Las Cruces. Prior to working in New Mexico, she was employed by Colonial Bank in Reno, Nevada as Assistant Vice President/Commercial Lender. Darden serves or has served the following organizations: The Greater Las Cruces Chamber of Commerce; The Greater Las Cruces Chamber of Commerce Heritage Foundation; the Las Cruces Public School Foundation; Memorial Medical Center; and the Hillbillies 4-H Club.

### **About Western Heritage Bank**

Since 2001, Western Heritage Bank, a community based institution, has been an active participant in the vibrant and diverse economy of Southern New Mexico. It has helped build businesses ranging from the agriculture industry to manufacturing operations. The bank provides modern banking conveniences with traditional, personalized service in the areas of online banking, personal banking, business banking and loans. Western Heritage Bank is a New Mexico state bank and is a wholly owned subsidiary of New Mexico First Financial, Inc. Western Heritage Bank operates locations in El Paso, Texas; Las Cruces, New Mexico; and Deming, New Mexico. For more information please visit [www.westernheritagebank.com](http://www.westernheritagebank.com).

###

Member  
**FDIC**

