



JMU Athletics Signs Softball Naming Rights Agreement with Bank of the James

HARRISONBURG, Va. Dec. 18, 2023 – James Madison Athletics has entered into a 10-year partnership with Bank of the James for naming rights to the softball field, resulting in the new facility name of Bank of the James Field at Veterans Memorial Park.

“At JMU we’re all about maximizing opportunities, in particular when it comes to community partnerships,” Director of Athletics Jeff Bourne said. “Bank of the James has been a longtime partner of JMU Athletics and a proud supporter of the opportunities we provide to student-athletes. We’re extremely proud to expand our relationship via the softball naming agreement and look forward to a bright future for our program at Bank of the James Field at Veterans Memorial Park.”

Mike Syrek, President of Bank of the James said, “As a loyal alumnus of JMU, I’m so proud to announce this exciting new element of our partnership. We’ve enjoyed the relationship with JMU Athletics for years, but this addition in support of women’s athletics and the softball program is very special. Congratulations to all Dukes, happy holidays, and good luck in 2024. Go Dukes!”

Thomas Rea, Executive Vice President & Market President, Bank of the James Shenandoah Valley said, “As the Market President here in Harrisonburg, I’ve been glad to become a part of the proud JMU Athletics tradition. The opportunity to support the Dukes by way of the women’s softball program was just something we couldn’t pass up. Bank of the James is excited to deepen our relationship with JMU and continue our support of student-athletes.”

Bank of the James Field at Veterans Memorial Park serves as one of the premier college softball facilities on the East Coast with a 1,500 total spectator capacity. Recent upgrades include new turf (summer 2023), expanded seating and press box (spring 2023) and new lights (spring 2023). The original facility opened in 2010 as part of a combined Veterans Memorial Park complex shared with the JMU baseball program.

The partnership will be formally celebrated at a home softball game to be determined during the spring 2024 season.

About Bank of the James

Bank of the James is a community bank with 21 locations across Virginia. Bank of the James has been serving communities in Virginia for almost 25 years and has distinguished itself by focusing on relationships and caring for its communities. The Bank works to provide innovative,

customized and expertise-driven financial solutions. Bank of the James' mission is to be the preeminent financial institution in the communities it serves through superior customer service, giving back, and an extraordinary team. As a community-focused bank, it supports over 250 organizations and non-profits across its footprint. Bank of the James Shenandoah Valley considers this investment both a responsibility and an honor. Bank of the James delivers a full suite of offerings in personal banking, business solutions, mortgage services, investment services and e-banking. Visit <https://bankofthejames.bank> for more information.