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Old Point Surprises Local Brides

HAMPTON, VA, August 13, 2018 – On Friday, August 10th, Old Point gave back in a big way, this time focusing on local Hampton Roads brides. Initial advertising for the Old Point Friends and Family Bridal Flash Sale offered gowns at 75% off wholesale prices, a startling reduction from their original showroom price. The popularity of the sale, which was promoted on the Company’s social media channels and through email, continued to gain momentum, with many lined up as early as 5am, on the day of the sale.

Although the brides and their families likely expected long lines and amazing deals, what they didn’t expect was the surprise at checkout. After choosing their dress and veil, the brides were escorted into a private office to ‘pay’ for their selections. Erin Black, a Senior Vice President at Old Point, describes the scene like this, “As they prepared to pay, I would say ‘your total is... free. It’s all free. Thank you for being part of the Old Point family.’ And then we would all cry...over and over again. You can only imagine how much joy it brought our team to give those dresses and accessories away.”

Chesapeake local, Amy Hinman came looking for a veil, found the perfect one, and stood stunned as the Old Point team refused her money. On Friday evening after the sale she posted this on Facebook, “I believe most people are good. Words cannot describe the amazing blessing that I and many brides received today from Old Point National Bank! I went into a bridal sale thinking I would be buying a veil super discounted and they ended up surprising everyone at checkout with everything being free! I’m still crying tears of joy at the pure selflessness of these people.”

Laura Wright, Old Point’s Vice President and Marketing Director said, “We had this once in a lifetime opportunity to not only surprise our customers and their friends, but truly capture who we are in the process. We believe in local first and that it is our responsibility ... and pleasure to give back to our community.”

Rachel Blankenship, Old Point's Senior Vice President and Human Resources Director said, "We were so excited to see the reactions from our customers and their friends, but it goes so much deeper than that. Our company is made up of people who love to give back, it's at their core. When you let people share their gifts at work, they result in extraordinary moments like this one."

The sale included 29 couture bridal gowns and approximately 100 accessories, which ranged from ornate veils to mother of the bride dresses. All of the remaining merchandise will be donated to **Brides Across America**, which provides free wedding dresses to military and first responder brides across the United States.

In August 2017, a large bridal shop closed their doors and Old Point, the secured creditor for the business, managed remaining retail assets. For the last year, Old Point employees have gone above and beyond to connect brides with their dresses, often volunteering their time to assist in the reunions. The majority of the gowns were sold in auction to contribute to the repayment of the debt, with only a small selection of gowns remaining.

Photography Credit: Fowler Studios, Susan Fowler

Old Point Financial Corporation (NASDAQ: OPOF) is the parent company of **Old Point National Bank**, a locally owned and managed community bank serving all of Hampton Roads and **Old Point Trust & Financial Services, N.A.**, a Hampton Roads wealth management services provider. For more information, contact Laura Wright, Vice President/Marketing Director, at lwright@oldpoint.com. OldPoint.com