

First Tennessee Bank and its Nashville ballpark to change names

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First Tennessee Bank (Photo: File / The Tennessean)

First Tennessee Bank will change its name to align with its parent company, First Horizon National Corp., a move that will also affect the Nashville Sounds' First Tennessee Park.

The Memphis-based bank, with 250 locations across the Southeast, will become First Horizon Bank and the ballpark will be renamed with the new brand.

"This is a tremendous opportunity to build on our market share in Middle Tennessee," Carol Yochem, Middle Tennessee president of First Tennessee Bank, said in a statement. "Having a unified brand puts us in a stronger competitive position."

First Tennessee, the largest bank headquartered in Tennessee, will introduce its new brand in the fall with an advertising campaign and renaming of its financial centers and buildings. The bank manages about \$4.8 billion in assets.

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The Blackmore family, from left, Keith, Cassi, Kathy and Cory, sits in the First Tennessee Bank stands before a game April 17. (Photo: John Partipilo / The Tennessean)

"Aligning our businesses under our First Horizon brand now represents much more than a name change," said Bryan Jordan, president and CEO of First Horizon. "It represents our renewed brand promise – we understand that our customers have their own financial horizons and can rely on us to deliver on their individual needs and aspirations."

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Reach Jamie McGee at 615-259-8071 and on Twitter @JamieMcGee_.

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