

CIT Launches Program To Grow Forests In California And Florida

The Gratitude & Growth philanthropic social campaign runs through Thanksgiving

NEW YORK, Nov. 1, 2017 /PRNewswire/ -- [CIT Group Inc.](#) (NYSE: CIT) today launched an interactive philanthropic social campaign called the Gratitude & Growth Project that invites stakeholders to help restore forests in California and Florida following the recent weather-related affects.

Throughout the month, CIT will share content across its social media channels related to the Gratitude & Growth Project and for every like or share of the content, the company will plant a tree. The campaign runs through Thanksgiving Day, Nov. 23, 2017, on CIT's [Facebook](#), [Twitter](#) and [LinkedIn](#) channels.



"As the season of thanks begins, we invite our customers, colleagues and others to express their gratitude this season. In turn, together we can give back to our communities in a sustainable way and grow the forest areas in two key states that have experienced devastating effects," said CIT Chief Marketing and Communications Officer Gina Proia.

CIT has partnered with [OneTreePlanted.org](#), a nonprofit organization dedicated to reforestation. Forests in both California and Florida suffered extensive damage as a result of this season's wildfires and hurricanes, and CIT has a significant presence in both states. OneTreePlanted.org estimates a total of 80,000 acres of forest disappear from the earth each day.

Founder and CEO of OneTreePlanted Matt Hill commented, "This year we've experienced a number of large scale disasters, making the need to reforest that much more critical. CIT's partnership allows us to more quickly regrow sustainable forests in these hard-hit areas."

About CIT

Founded in 1908, CIT (NYSE: CIT) is a financial holding company with approximately \$50 billion in assets as of Sept. 30, 2017. Its principal bank subsidiary, CIT Bank, N.A., (Member FDIC, Equal Housing Lender) has more than \$30 billion of deposits and more than \$40 billion of assets. CIT provides financing, leasing, and advisory services principally to middle-market companies and small businesses across a wide variety of industries. It also offers products and services to consumers through its Internet bank franchise and a network of retail branches in Southern California, operating as OneWest Bank, a division of CIT Bank, N.A. For more information visit [cit.com](#).

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