

Money to play on TV

Remember the lazy dollar bill making lackluster moves in First Tennessee's early Working Money campaign?

The guy got the message and you can now expect backflips and flashing skate blades in a series of ads being shot around town this weekend.

The spots will feature Working Money in interesting situations with the University of Memphis Tigers, Grizzlies and the Nashville Predators, an expansion of First Tennessee's exclusive sports sponsorships.

People who open checking accounts as part of the campaign are in for some hard-working giveaways, but that's a secret for now.

"It's going to be lot of fun," said Michael Thompson Jr., principal in Thompson and Co., which has had the bank account since 1994.

"Working Money is like a mascot. It makes First Tennessee very approachable to the consumer."

The ads debuted during the Super Bowl in 2001.

WELL SAID

William James

"The greatest discovery of any generation is that a human being can alter his life by altering his attitude."
