

# Nigeria's First Bank sponsors CNN short-form films

Nigeria's First Bank has announced that it will be sponsoring 'From Passion to Portfolio', a new series of short-form films on CNN International that will focus on individuals whose hobbies have evolved into profitable investments.

The series, which will appear during commercial airtime on CNN International, follows a wide variety of people from across the globe, examining how their commitment and drive in doing what they are passionate about have helped them achieve business success. Every month CNN will examine the backgrounds of these individuals and discover what drove them to turn their hobbies into business ventures.

Using first hand accounts, the series will also explore how their lifestyle choices have impacted on their professional lives.

Reme Al-Saiegh, vice president at CNN International, said, "From Passion to Portfolio will be a fast-paced look at intriguing businesses and the passionate, entrepreneurial people behind them. We're delighted that First Bank has chosen CNN and the Passion to Portfolio series to connect to an international audience."

Folake Ani-Mumuney, head of marketing and corporate communications at First Bank of Nigeria Plc, added, "The series aptly captures how everyday people can produce business solutions that transcend borders through sheer enterprise and passion for what they love doing. FirstBank aims to promote the spirit of entrepreneurship across the globe, and we are delighted to be associated with CNN International's From Passion to Portfolio series."

First Bank will sponsor the entire series alongside a rotator campaign across EMEA & Asia on CNN International. Online, the bank will have banners and video on CNN.com's international edition, as well as on CNNMoney.com.

For more, visit: <https://www.bizcommunity.com>