

City of Brockton Mayor Robert F. Sullivan Awards Key to the City to Bob Rivers, Eastern Bank Executive Chair and Chair of the Board of Directors

BROCKTON, MA – December 12, 2025 – Brockton, “the City of Champions”, has recognized Bob Rivers, Eastern Bank Executive Chair and Chair of the Board of Directors, with its latest champion recognition. On December 10, 2025, City of Brockton Mayor Robert F. Sullivan awarded a key to the City to Bob Rivers for his exceptional civic leadership and extensive community engagement. Mayor Sullivan also proclaimed December 10, 2025, as “Bob Rivers Day.”

Said City of Brockton Mayor Robert F. Sullivan, “There are few business leaders who champion our City of Champions like Bob Rivers does. Bob grew up in neighboring Stoughton and rode the BAT bus to classes during his undergraduate years at Stonehill College. He brings a unique perspective to understanding our great City of Brockton and his long-standing leadership as a community banker has helped the economic development and vitality of Brockton. He has been a strong believer in the impact and success of public-private partnerships to create greater economic opportunity and a brighter future for all Brockton businesses and residents. We are honored to thank him with a key to our City.”

Eastern Bank has been a long-standing supporter of the Brockton Partnership, a public-private partnership comprised of business leaders with a goal of creating economic development in the city, and which Bob helped initiate as a co-founder. Examples of community leadership include:

- In 2019, Eastern Bank was one of several local lenders that created a \$1 million fund to offer loans to entrepreneurs in Brockton who might otherwise struggle to find financing.
- In 2023, the City of Brockton, in conjunction with the Metro South Chamber of Commerce and with support from the Brockton Partnership and Eastern Bank, introduced “Where Better Begins,” a successful marketing campaign that showcased the residents and business owners within Brockton and highlighted the City as a welcoming place to live and work.
- In 2024, Brockton-based Massasoit Community College named Bob its Education and Community Champion to honor his commitment to the college and community.
- Most recently in 2025, Eastern continued its long-time support as the “Official Bank” of the beloved Brockton Rox during the 2025 revival season.
- In November, Eastern Bank and Brockton-based HarborOne Bank completed their merger, deepening Eastern’s long-standing presence in Brockton. The City

of Brockton also announced a \$1 million donation from the Eastern Bank Foundation to address food insecurity.

As Greater Boston's largest bank headquartered locally, Eastern Bank is deeply committed to supporting the vitality of our local economy and community, including in the Gateway Cities in the communities it serves.

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