National Teach Children to Save Day

FOR IMMEDIATE RELEASE **DATE**
For more information,
Contact **NAME**
PHONE NUMBER

BANK NAME Brings Financial Literacy to Kids Through Reading
Bankers teach children valuable money skills by reading together

CITY, Wis. – With Americans spending more and saving less, young people often don't learn valuable personal finance skills that will benefit them throughout life.

Together, educators, bankers and parents can help children build good financial habits from an early age. That's why **BANK** is participating in the annual National Teach Children to Save Day campaign on April 20.

Volunteers from **BANK** have found a way to teach kids about saving that provides instant gratification – and can be continued at home. Using a Wisconsin Bankers Foundation program called Reading Raises Interest, bank staff will read age-appropriate books with a message about money or saving to students at area schools.

This year's featured book is *A Chair for My Mother* by Vera B. Williams. In the story, a little girl and her family save money in a jar to buy a chair after their furniture is destroyed in a fire, demonstrating strategies for saving along the way. The book can also be a good starting point for conversations about money between children and their parents.

"Although parents may initially feel uncomfortable talking with their children about money, it's a topic that can't be overlooked," said **BANK** President **NAME**. "The discussion can begin with something as simple as wants vs. needs," **HE/SHE** said.

In addition to reading books to their children about money, parents can involve kids in spending decisions, encourage them to save part of an allowance, and explain the family's finances in general terms.

(OPTIONAL) To encourage students and parents to read more, **BANK** will donate copies of **BOOK TITLE** by **BOOK AUTHOR** to **LIBRARY** or **CLASS**. Throughout the month of April, **BANK**, **ADDRESS**, will also provide a free list of recommended children's books to parents and bookmarks to children.

National Teach Children to Save Day is an initiative sponsored by the Wisconsin Bankers Foundation and the American Bankers Association Education Foundation. Last year, bankers from over 40 institutions reached out to their community to make Teach Children to Save Day presentations. Together, these bankers reported over 400 presentations to nearly 23,000 students.

Wisconsin Bankers FOUNDATION

Reading Raises Interest materials were produced by the Wisconsin Bankers Foundation (WBF). WBF (IRS Public Charity Employer Identification Number 46-3791061) is a Wisconsin non-stock corporation organized for charitable and education purposes dedicated to promoting financial literacy and financial responsibility to the public and to broaden consumer empowerment in the financial services industry primarily through research and education.