



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 22.

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 *It's a Habit, Sammy Rabbit!* by Sam Renick. In the story, Sammy Rabbit learns a huge secret from his Auntie Squirly that can help him rescue his family - Saving is a great habit! Will Sammy put this secret into practice and make a habit of saving for the future? Will he do it in time to help and rescue his family from an unexpected emergency?

"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 90 institutions came up with creative ways to advocate for the importance of financial literacy. Donations were made to schools and libraries, audio and video recordings of bankers reading the book were produced, and bankers once again let their innovation shine.