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*Money Smarts for Kids. Money Skills for Life*

## FOR IMMEDIATE RELEASE

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## NEWS RELEASE

### Selling more than “stuff” at YouthBiz Marketplace

**December 4, Denver** – As you fill your shopping cart with toys, games, and clothes this holiday season, wouldn’t you also like to add a way for people to be nicer to each other? That’s exactly what Hagan Archer had in mind when he created his business, Be Nice X3. Hagan sold his journals, bumper stickers, postcards, and magnets at last weekend’s YouthBiz Holiday Marketplace, held at Young Americans Center for Financial Education in Denver.

The victim of bullying in elementary school, Hagen wanted to start a campaign to “help folks be nice” to each other. Be Nice X3’s products come with a pledge: the customer agrees to perform three acts of kindness a day for a year and to charge five friends to do the same. At the end of the year, notes the pledge, the buyer will have done “1,095 nice acts.”

Hagen joined youth business owners of all types at the YouthBiz Marketplace, an event that takes place on the first two Saturdays of December every year.

Experienced business owners, boasting profits of thousands each year, join first-timers taking part in their first selling experience. Last Saturday, the businesses made hundreds in profits as a record 509 customers attended.

“YouthBiz Marketplace is a true inspiration,” says Rich Martinez, President and CEO of Young Americans Center for Financial Education. “You’ll find unique gifts, incredible stories and unforgettable entrepreneurs.” Next weekend’s event, on Saturday, December 9, will be located at Young Americans Center in Belmar, and it is being held in conjunction with the Grand Opening Celebration of Young Americans’ new Belmar bank branch. Doors are open from 10-2.



Hagan Archer sells Be Nice x3 journals at the YouthBiz Marketplace

## About Young Americans Center

Young Americans Center for Financial Education is a nonprofit organization committed to developing the financial literacy of young people, up to age 22, through real life experiences and hands-on programs. The Center fulfills its mission by offering programs that complement and reinforce each other to build life skills, work skills and financial self-sufficiency. These include Young AmeriTowne, International Towne, YouthBiz, Money Matters classes, summer camps, and more. In addition, Young Americans Center houses the only real bank in the world for young people, Young Americans Bank, which shares the same educational mission of teaching children to be financially responsible. Since 1987, more than 600,000 youth have participated in the programs or bank. For more information on the Young Americans Center for Financial Education, visit [www.yacenter.org](http://www.yacenter.org).

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