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Money Smarts for Kids. Money Skills for Life

FOR IMMEDIATE RELEASE

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NEWS RELEASE

Money Skills for Youth in Northern Colorado Young AmeriTowne On the Road travels to Greeley

February 2, Denver – It is never too early to teach children about money. Research conducted by the National Endowment for Financial Education calls for greater access to financial education as this generation of young people is “overconfident and underprepared” to manage their own finances.

Answering this call is Young Americans Center for Financial Education, based in Denver, which has been providing youth with real-life, hands-on experiences in financial education since 1987. Beginning on Monday, February 5, the flagship AmeriTowne program will deliver a hands-on lesson in free enterprise to schools in northern Colorado through a portable version called AmeriTowne On the Road. During the program, students learn about free enterprise, civics, personal finance and workforce readiness. The culminating experience is a day running AmeriTowne, a real town that includes a Towne Hall, Medical Center, Newspaper and Snack Shop.

AmeriTowne On the Road caters to smaller classes and communities like those found in and near Greeley. This year, more than 100 students are expected to participate. AmeriTowne On the Road will be housed at Aims Community College from February 5-9. The public is invited to attend an Open House on Friday, February 9 at 10:00am by calling 303-321-2265.

“We are thrilled to return to the northern Colorado community,” says Rich Martinez, President and CEO of Young Americans. “Our generous partners have ensured that On the Road will give students an experience they won’t soon forget as they earn their first paycheck, work for wages, and participate in their own economy.”

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 700,000 youth have participated in the programs or bank. For more information on the Young Americans Center for Financial Education, visit www.yacenter.org.

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