

Money Smarts for Kids. Money Skills for Life

FOR IMMEDIATE RELEASE

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NEWS RELEASE

A Hands-on Lesson for Grand Junction Students Alpine Bank brings back Young AmeriTowne On the Road for a fourth year

September 24, Denver – Back by popular school demand, Young AmeriTowne On the Road, presented by CoBank, returns to Grand Junction this month where it will deliver a hands-on lesson in free enterprise and personal finance to local elementary students.

Operating in Denver since 1990, this beloved education program, teaches students about economics, civics, personal finance, and workforce readiness in a fun, hands-on way. The culminating experience is a dedicated day where students run AmeriTowne, a real town that includes a local government, Medical Center, Newspaper and Snack Shop.

Mirroring the Denver-based program, the portable AmeriTowne On the Road caters to smaller classes and communities like those found in and near Grand Junction. Students from 18 elementary schools in Mesa and Delta Counties are scheduled to participate from September 25 through November 2. The program will be housed at the former REI building at 644 North Avenue with a community reception planned for Thursday, November 1st

Community partners have made this trip possible. Support from local presenting sponsor Alpine Bank helps keep program fees low for students and teachers, who receive a robust 6- to 8-week curriculum, training, a student workbook, a debit card, a check-book, and an interactive “day in Towne” experience. “The elementary aged children of Mesa County have been looking forward to this program for months,” notes Tawni Kelley, Director of Community Outreach at Alpine Bank in Grand Junction. “We’ve had such great feedback from parents about how this is impacting their kids, and Alpine Bank is thrilled to be a part of it again this year.”

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 Young Americans Center for Financial Education, visit www.yacenter.org.