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FOR IMMEDIATE RELEASE

Money Smarts for Kids on Colorado Gives Day

Denver, CO, November 9, 2018 – Coloradans can give the gift of financial literacy to Colorado’s young people by donating to Young Americans Center for Financial Education on Colorado Gives Day, December 4, 2018. Donations give students of every background the opportunity to experience “money smarts for kids and money skills for life” at hands-on real-life programs like Young AmeriTowne, YouthBiz for young entrepreneurs, and International Towne.

Presented by Community First Foundation and FirstBank, Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy through online giving. The event is powered by ColoradoGives.org, a year-round, online giving website. Search for Young Americans Center on the site and make your safe and secure donation in a few easy steps.

“Your donation on Colorado Gives Day puts young people on the path to financial responsibility,” says Richard E. Martinez, Jr., President and CEO of Young Americans Center for Financial Education. “What parent doesn’t want his or her children to be smart about money?” Young Americans Center’s goal is to raise \$20,000 this year, which can provide scholarships for 634 deserving students attending eight schools serving low-income neighborhoods. Thanks to the \$1 Million Incentive Fund, donations will go even further on Colorado Gives Day.

\$1 Million Incentive Fund

Community First Foundation and FirstBank each contributed \$500,000 to create a \$1 Million Incentive Fund, one of the largest gives-day incentive funds in the country. Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the fund, which increases the value of every dollar donated.

Community First Foundation, a leading foundation dedicated to fueling the power of community to drive positive change, and FirstBank, Colorado’s largest locally owned bank, have partnered to present Colorado Gives Day for the past eight years. By making fundraising simple for nonprofits and giving easy for donors, it is one the most successful events of its kind in the nation. Last year, \$36.6 million was raised for Colorado nonprofits in just 24 hours.

For more information about Young Americans Center, please visit yacenter.org. For more information about Colorado Gives Day, please visit ColoradoGivesDay.org.

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About Young Americans Center for Financial Education

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 yacenter.org.

About Community First Foundation

Since 1975, Community First Foundation has been helping generous donors and innovative nonprofits come together to improve the quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good. We are proud to use our energy, leadership and trusted stewardship of financial resources to energize giving across our state, strengthen nonprofits, support donors and find new ways to address community needs. For more information, visit CommunityFirstFoundation.org.

About FirstBank

FirstBank operates more than 115 locations in Colorado, Arizona and California. FirstBank is the largest locally owned banking organization in Colorado, serving more than 750,000 customers. Since 2000, FirstBank has contributed more than \$57 million and thousands of volunteer hours to charitable organizations. FirstBank is unique in that a majority of its stock is owned by management and employees. For more information, visit efirstbank.com.