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NEWS RELEASE

Returning to our Roots: AmeriTowne On the Road makes fifth trip to Pueblo

January 16, Denver – Young AmeriTowne On the Road, presented by CoBank, returns to Pueblo this month, bringing hands-on learning to 4th and 5th grade students for a fifth straight year.

Renowned for its real-life application, Young AmeriTowne has provided a hands-on lesson in free enterprise, civics, job skills, and personal finance to Colorado youth since 1990. The program culminates in a day where young people run AmeriTowne, a real town that includes a Towne Hall, Medical Center, Newspaper and Snack Shop. Annually, 50 percent of all Colorado fifth graders participate.

Catering to smaller classes and communities like those found in and near Pueblo, AmeriTowne On the Road will serve an estimated 275 Pueblo-area students. The program will be housed at Pueblo Community College from January 14-25.

AmeriTowne On the Road took its maiden voyage to Pueblo four years ago, so this visit is particularly significant to Towne Director, Chris O'Reilly. "This was truly the pioneering trip for us – a lot of unknown and unexpected variables were navigated along the way," notes O'Reilly. "What we discovered then still holds true today: an incredibly supportive community of educators, parents, students, and community members. It's a real pleasure to go back."

Local presenting sponsor Legacy Bank plays a large role in creating this supportive community. They offset program fees for students, who receive a robust 6- to 8-week curriculum, training, a student workbook, a debit card, a check-book, plus an interactive "day in Towne" experience. "AmeriTowne On the Road is an educational jewel for our region," says Andrew Trainor Regional President for Legacy Bank and Young Americans Center for Financial Education partner. "Being able to sponsor such a memorable event for local children that also fosters great financial literacy is a small way we can do our part to support families and educators in Pueblo County. AmeriTowne teaches financial education, but it also teaches community."



Students deliver a newscast in Young AmeriTowne On the Road Pueblo, presented locally by Legacy Bank. An estimated 275 students will participate in this hands-on lesson in free enterprise this month.

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 800,000 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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