

FOR IMMEDIATE RELEASE

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NEWS RELEASE

**The Perfect Way to Learn
Young AmeriTowne On the Road returns to Greeley**

February 5, Denver – Young AmeriTowne On the Road, presented by CoBank, returns to Greeley this month with plans to deliver a hands-on lesson in financial literacy and free enterprise to 300 local elementary students over two weeks.

During the program, fourth and fifth graders learn about economics, civics, personal finance and workforce readiness. They open a savings and checking account at the AmeriTowne Bank, complete a resume and interview for a job, as well as meet in business teams to create an advertising strategy and set prices of their shop. The program's culminating experience is a day running AmeriTowne, a real town that includes a Towne Hall, Medical Center, Newspaper and Snack Shop.

This year, AmeriTowne is set up at the Aims Community College Cornerstone Building beginning Thursday, February 7. For Towne Director, Chris O'Reilly, who grew up in northern Colorado, having a presence on a college campus positively contributes to the student experience. "Being at Aims makes the students feel valued. When they see that community partners and higher education institutions support their learning, students are motivated to engage more. Plus," adds Chris, "this location reinforces one of our goals that students gain exposure to a wide range of careers and the skills and knowledge required to succeed in those careers."

Young Americans Center for Financial Education believes that it is never too early to teach children about money, an idea reinforced by Greeley Mayor John Gates when he addressed students in AmeriTowne On the Road in Greeley last year. "Instead of learning financial concepts 'by trial and error' as adults often do," Gates said, "you are fortunate to have this opportunity as fourth or fifth graders." Megan Rudolph, a teacher at New Vision Charter School who's fourth graders also participated in Greeley last year agrees. "This program is the perfect way to learn," she said.

By bringing a tangible, engaging program to northern Colorado, young people in this region can gain the skills they need to have a successful financial future.

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



Students from Hygiene Elementary in Loveland deposit their paychecks at the Young AmeriTowne Bank. AmeriTowne On the Road will reach 300 elementary students from northern Colorado this month.

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 834,000 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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