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Money Smarts for Kids. Money Skills for Life

FOR IMMEDIATE RELEASE

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NEWS RELEASE

Forming Habits at a Young Age Safeway Commits to Developing Youth Financial Education

March 22, Denver – Just like riding a bike or learning to play an instrument, learning to manage money takes practice. A [study](#) published last November by the University of Arizona, found 18-30 year-olds who received hands-on experience with money as children learned how to work hard, how to manage money, and how to spend it wisely as adults.

In Denver, Safeway has partnered with Young Americans Center for Financial Education to provide a hands-on experience with money and career exploration including manager, accountant and cashiers to an estimated 39,000 young people over the next three years. At Young Americans Center, youth of all ages practice financial concepts like writing a check, using a debit card, selling a product, and working as a member of a business team in programs like Young AmeriTowne.

By participating in Young AmeriTowne, 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, and Newspaper.

Students running Young AmeriTowne in Lakewood have the opportunity to work at the new Safeway Market. A ribbon-cutting event for this new space will take place at 10:30am on Wednesday, March 27, when students from McGraw Elementary run the Towne. This celebration is free open to the public.



The Safeway Market at Young AmeriTowne in Belmar provides fourth and fifth graders a hands-on lesson in financial education.

For Todd Broderick, President of Safeway's Denver Division, this support enables Safeway to demonstrate their commitment to the Lakewood community. "I grew up working at my neighborhood Safeway store in Everett, Washington, gaining hands-on experience in money, customer service, and accountability from a young age. We want to provide this same experience to the youth who participate in Young AmeriTowne, and we are so proud to be involved," said Broderick.

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 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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