

Money Smarts for Kids. Money Skills for Life

FOR IMMEDIATE RELEASE

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NEWS RELEASE

**Students Learn Real-Life Skills:
Financial Education Program Returns to Durango**

May 13, Durango – Young Americans Center for Financial Education’s AmeriTowne On the Road program will return to Durango for a fourth-straight year. Housed in the Student Life Center at Fort Lewis College, this hands-on lesson in financial education will reach an estimated 393 Durango fifth graders, thanks to local presenting sponsor Alpine Bank.

Through a six-week curriculum, students learn about free enterprise, civics, personal finance and workforce readiness at school. Their studies culminate in a day at AmeriTowne, a real town that includes a Towne Hall, Bank, Medical Center, Newspaper and Snack Shop. Since 2016, 1,059 students from Durango-area schools have participated in AmeriTowne On the Road.

AmeriTowne is both educational and fun. According to a parent who volunteered with Needham Elementary last year, “The program teaches vital and important skills the students need to understand in adult life.” Another parent added, “My daughter understands how my checkbook and debit card works.”



Fifth grade students experience a career-for-a-day in the AmeriTowne Bank.

Community support, including presenting sponsor CoBank and local sponsors Alpine Bank and the Durango Education Foundation, helps keep program fees low for students and teachers so that every 9-R school can participate. “Alpine Bank has a long tradition of supporting our community, and we are proud to continue our partnership with Young Americans to bring AmeriTowne on the Road to Durango for a fourth year,” says Beth Drum, Senior Vice President at Alpine Bank. “Lessons learned through AmeriTowne On the Road will prepare today’s young people for future financial independence.”

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.

About Alpine Bank

Alpine Bank is a \$3.5-billion, employee-owned organization chartered in 1973 with headquarters in Glenwood Springs, Colorado. With 39 banking offices across Colorado, Alpine Bank employs nearly 690 people and serves 140,000 customers with personal, business, wealth management*, mortgage and electronic banking services. Alpine Bank has a 5-star rating for financial strength by BauerFinancial, Inc., the nation's leading bank rating firm. The 5-star rating is BauerFinancial's highest rating for financial institutions. Learn more at www.alpinebank.com.

*Alpine Bank Wealth Management services are not FDIC insured, may lose value and are not guaranteed by the bank.

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