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*Money Smarts for Kids. Money Skills for Life.®*

## **FOR IMMEDIATE RELEASE**

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## **NEWS RELEASE**

### **Financial Knowledge for Grand Junction Kids**

**October 23, Denver** – For the last five years, Grand Junction-area fifth graders have gained real-world, financial lessons by participating in AmeriTowne On the Road. This tradition continues this fall at the Whitman Education Center, where 1,200 students are expected to participate from September 24 to October 31.

Through the On the Road program, teachers deliver a 26-lesson curriculum in the classroom about economics, civics, personal finance, and workforce readiness. Putting their learning into practice, students then spend a day running Young AmeriTowne, a real town that includes a local government, Medical Center, Newspaper and Snack Shop.

Teacher Laura Elena Moreno, who teaches fifth grade at Chipeta Elementary School, brought her students to AmeriTowne for the first time this year. “As first-timers, this was amazing,” Ms. Moreno wrote after their visit. “Our students benefitted from this experience by living out real-world situations in a modified, age-appropriate atmosphere. They also worked with others they may not have chosen to work with. They learned ‘teamwork’ in a unique way!”

Community partners make these lessons possible. In addition to support from local educators and parents who see the value in the program, local presenting sponsor Alpine Bank helps keep program fees low for participating students. “Working in the financial services industry means that the problems caused by a lack of financial education are top of mind,” says Tawni Kelley, Director of Community Outreach at Alpine Bank in Grand Junction. “By participating in AmeriTowne On the Road, students can practice and develop responsible financial habits at a young age. We are thrilled to be a part of this learning again this year.”

#### **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 700,000 youth have participated in the programs or bank. For more information on Young Americans Center for Financial Education, visit

[www.yacenter.org](http://www.yacenter.org).

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