**For Immediate Release**

[Date]

**For More Information:**

[Bank Contact Information]

**[Bank Name] Celebrates Financial Literacy Month in April with   
Financial Tips for All Ages**

[Date] – [Bank Name] will join banks across Virginia, government agencies, educational institutions, trade associations, corporations and sponsors of education programs to promote Financial Literacy Month throughout the month of April 2022.

Bankers’ main focus this month is [[Teach Children to Save (TCTS)](https://www.vabankers.org/post/teach-children-save-day). Teach Children to Save is an annual awareness program through which bankers demonstrate their community commitment by teaching young people about the value of saving. Bankers use their real-world knowledge and professional skills to encourage young people to start saving at a young age *OR adjust for what your bank will focus on during the month of April*].

“Familiarizing students with financial education fundamentals at an early age puts them on a path to becoming smart money-managing adults,” said [bank executive name and title]. “Financial Literacy Month is a great opportunity for us to share our passion for financial education and improve our local community, especially during challenging times like these.”

[Bank name] offers the following tips for money-savvy parents raising money-smart kids:

* **Set the example** of a responsible money manager by paying bills on time, being a conscientious spender and an active saver. Children tend to emulate their parents' personal finance habits.
* **Talk openly about money with your kids.** Communicate your values and experiences with money. Encourage them to ask you questions and be prepared to answer them – even the tough ones. See this [list of eight ways to talk openly with your kids](http://www.aba.com/Consumers/Pages/TalkingToKidsAboutMoney.aspx) about saving money.
* **Explain the difference between needs and wants**, the value of saving and budgeting and the consequences of not doing so.
* **Utilize your bank’s mobile and online banking features** to do tasks such as depositing a check or checking your balance. Have your children follow along with you and explain to them why and how you are completing the task.
* **Let friends and family know** about your child’s savings goal. They will be more likely to give cash for special occasions, which means more trips to the bank.
* **Put the literacy in financial literacy.** Encourage your children to read books that cover various money concepts. Not only will they become strong readers, but they will be smart money managers, too. Click [here](https://www.vabankers.org/sites/main/files/file-attachments/financial_literacy_books.pdf?1585749880) for a list of titles for all ages.
* **Engage your community.** Many schools, banks and community organizations share your commitment to creating a money-savvy generation. Engage a coalition of support to provide youth with the education they need to succeed.

While April is a great time to focus on financial literacy, bankers encourage Virginians to think about money management all year. It is essential to the Commonwealth that its citizenry be financially literate, responsible and able to properly manage money, credit, and debt. Fortunately, Virginia is one of 25 states that requires an economics course in high school and one of 23 states that requires high school students to take a personal finance course according to the [2022 Council for Economic Education Survey of the States](http://www.councilforeconed.org/survey-of-the-states-2022/). Virginia was also recognized as being one of the five states to receive an “A” in the [Champlain College Center for Financial Literacy’s 2017 National Report Card on State Efforts to Improve Financial Literacy in High Schools](https://www.champlain.edu/centers-of-excellence/center-for-financial-literacy/report-national-high-school-financial-literacy).

To see pictures of statewide financial literacy events and more information about banks’ financial literacy and community service efforts, please click [here](https://www.facebook.com/virginiabankersassociation).

*About [Bank name]*

[Insert bank boiler plate.]

*About Financial Literacy Month*

In 2000, the Jump$tart Coalition for Personal Financial Literacy began promoting April as Financial Literacy Month. In 2003, April was declared as Financial Literacy Month for the first time by the U.S. Senate and Financial Literacy Day on the Hill was founded. The goal of [Financial Literacy Month](http://www.jumpstart.org/flm.html) is to highlight the importance of financial literacy as an essential life skill.

*About Virginia Bankers Association Education Foundation*

The Virginia Bankers Association (VBA) formed the VBA Education Foundation in 2007 with funding from the majority of VBA member banks for the Walter Ayers Fund for Financial Education. The Foundation’s mission is to improve personal financial literacy and economic education in all public and private schools in the Commonwealth. The Foundation recognizes the importance of economic education and financial literacy in Virginia and supports the banking industry as a key participant in these areas. For more information, visit [www.vabankers.org/vba-education-foundation](http://www.vabankers.org/vba-education-foundation).

###