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**FIRSTTRUST BANK OFFERS FIVE TIPS TO EDUCATE CHILDREN
ABOUT THE IMPORTANCE OF SAVING**

Firsttrust Launches Financial Literacy Program for Elementary School Students

CONSHOHOCKEN, PA (May 6, 2009) – To emphasize the importance of teaching children to save money Firsttrust Bank is offering five tips to help children get started. These five savings tips support the financial literacy initiative launched by Firsttrust in Pennsylvania and Southern New Jersey. The program sends representatives from each of Firsttrust’s 24 branches to visit area elementary schools throughout the region. These representatives will be joined by Firsttrust mascot, Trusty, who will also teach children the basics of managing and saving money.

The *Where’s Trusty?* financial literacy program began in April which is recognized as National Saving Month by the ABA (American Bankers Association). Firsttrust Bank Chief Executive Officer Richard Green thinks that “it is important to educate children early on about the basics of finance so that they will make good choices in the future, because one day soon, the financial future of our country will be in their hands!”

Mr. Green offers these five tips to help children (and parents) get on the right track to start saving:

- 1) Keep Your Money Somewhere Safe:** The first step to saving money is to find somewhere safe to keep it. Having a piggy bank or a coin jar at home is a great idea because it serves as a visual reminder to put money aside, and it is also exciting to watch it fill up. (Parents: this first step often motivates young people to save even more!) When your piggy bank is half-full, bring it to your local bank and open a savings account. Banks have special ways to keep your money safe and help it grow over time.
- 2) Set Savings Goals:** Ask yourself “what do I want or need? And what is the cost? It is helpful to set savings goals and determine an amount of money you would like to put away each week, each month or each year. (Parents: Reward kids as they reach these savings milestones with matching funds or a fun, family activity.)
- 3) Divide it Up:** It is often a good idea to store money in two separate piggy banks – one for short term saving and one for long term saving. Short term is usually something you want to buy for yourself soon such as gifts for yourself or other people. Long term saving is not to be spent and the goal is to have it grow over time for big purchases down the road such as a college education or a car. (Parents: This is important because it helps keep money organized and prevents impulse buying.)

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- 4) **Earn or Ask for It:** In order to add to your savings, identify ways to receive money. One idea is to ask for an allowance in exchange for doing chores such as cleaning your room, setting the dinner table or taking out the trash. Each week put away a portion of your allowance money into your piggy bank and the rest into your long-term savings account. And remember, a great way to increase your savings is to put away money you get on your birthday or on holidays. (Parents: encourage children to “earn” their own money and praise them often for curtailing their spending.)
- 5) **Collect Coins:** A lot of people do not pay attention to pennies they see on the street or spare change they find under the couch. All money is valuable so don't let loose change go to waste! Start collecting coins you find around and put them into your piggy bank – over time you will see that these little coins adds up to be a lot of extra money! (Parents: for more money saving tips and to encourage your children to save, please visit our website at www.WheresTrusty.com)

About Firstrust Bank's Financial Literacy Program

Firstrust branch personnel have been identified to serve as financial literacy representatives in their community and have been trained to teach age-appropriate lessons for grades kindergarten through fifth. Students will also receive educational materials to take home to further reinforce the lessons learned in school as well as a savings reward coupon.

Firstrust is committed to enhancing the communities in which they serve so this special financial literacy program is presented free to elementary schools. Interested parties should contact their local Firstrust Bank branch manager. For the nearest branch location, please visit firstrust.com or call the Customer Care Center at 800-220-BANK.

About Firstrust Bank

Founded in 1934 and currently in its third generation of ownership, Firstrust is a privately-held bank with assets of \$2.6 billion. Safe and Sound for 75 years, Firstrust is a Small Business Administration (SBA) preferred lender, and provides both retail and commercial services through its 24 banking offices located in Bucks, Burlington, Chester, Lehigh, Montgomery and Philadelphia counties. Continuing to meet the needs of its customers, Firstrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit firstrust.com or call 800-220-BANK.

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