



FOR IMMEDIATE RELEASE

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**FIRSTTRUST BANK EDUCATES STUDENTS ABOUT FINANCIAL LITERACY AS
PART OF NATIONAL TEACH CHILDREN TO SAVE DAY**

The Program Aims to Teach Children About the Importance of Saving

- WHAT** April is National Savings Month and April 27 is National Teach Children to Save Day. In recognition of both, Firsttrust Bank is teaching preschool students about financial literacy and the importance of savings. Firsttrust's financial literacy program is designed especially for young children and teaches them the value of savings through a fun and interactive approach.
- WHEN** Tuesday, April 27, 2010
10:00 – 11:00 a.m.
- WHERE** Jolly Toddler Preschool
275 Second Street Pike
Southampton, PA 18966
- BACKGROUND** Firsttrust offers a free financial literacy program for students throughout the Greater Philadelphia region. As part of the program Firsttrust Bank branch managers go to schools in the area to teach students about how to save. The program is available during the school year and targets students up to fifth grade. If the students open a FirstSavers account Firsttrust Bank will contribute \$5 once the account reaches a balance of \$25.
- VISUAL** - 100 preschool students learning about money and savings. The students will participate in educational activities taught by a Firsttrust Bank branch manager.

About Firsttrust Bank

Founded in 1934 and currently in its third generation of ownership, Firsttrust is a privately-held bank with assets of \$2.4 billion. Safe and Sound for 75 years, Firsttrust 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, Firsttrust offers a wide variety of deposit products, consumer and business loan options, commercial real estate mortgages and cash-management products. For more information, visit ***firsttrust.com*** or call 800-220-BANK.

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