

## **PeoplesBank “Teach Children To Save” Program Expected To Reach More Than 1,000 Students in 2009**

HOLYOKE, MA (July 16, 2009) – The adage “Success is in the numbers” is proving true once again. In just three months, a new financial literacy program implemented by PeoplesBank has already reached more than 500 students in area schools. The program is called “Teach Children To Save” and was started by the American Bankers Association (ABA) Education Foundation this year. PeoplesBank implemented the program locally in April at public schools in Chicopee, and it rapidly expanded from there.

According to Donna Wiley, Regional Manager at PeoplesBank, the program addresses one of the nation’s most serious problems — the lack of financial literacy — by bringing bankers right into the classroom to educate students. “The Teach Children To Save program is a way we can demonstrate that community banks are here to help. Savings programs are excellent ways to help ensure financial stability and independence.”

Ms. Wiley noted that “Teach Children To Save” has proven quite popular with area schools. “We started with third-grade classes, expanded all the way up to high school, and will be presenting at Holyoke Community College this summer. Teachers and administrators are particularly interested in having us present to the high school students, as they are approaching the age of independent decision-making.”

To date, 38 bank employees have volunteered to make presentations to 23 classrooms using grade-appropriate curriculums. Additional presentations have been scheduled at Chicopee, Holyoke, Longmeadow, South Hadley, and Springfield schools for this fall. The bank estimates that at the current pace, more than 1,000 students will have participated in the program by the end of the year.

The ABA started the “Teach Children To Save” program to bring students and bankers together to increase savings education. This year, the ABA Education Foundation hopes to reach 1 million students with a “Teach Children To Save” lesson and reports that it is well on its way toward meeting that goal by the end of first quarter 2009.

[PeoplesBank](#), the largest community bank in Hampden and Hampshire counties, offers a full range of personal and commercial financial products and services. Locally based since 1885, the Bank has offices and ATM locations in Amherst, Chicopee, East Longmeadow, Feeding Hills, Granby, Hadley, Holyoke, Longmeadow, Northampton, South Hadley, Springfield, Westfield and online at [bankatpeoples.com](http://bankatpeoples.com). PeoplesBank takes its responsibility to the community seriously and was honored by the Boston Business Journal as one of the top corporate charitable contributors in the state at the 2008 Corporate Citizen Summit.



*Photo Caption: PeoplesBank employees “Teach Children To Save” – a new financial literacy program which has already reached more than 500 students in area schools. Left to right: Beth Isabelle, Assistant Manager of the Fairview Office in Chicopee; Kathy Zebrowski, Branch Manager of the Sixteen Acres Office in Springfield; Lauren Tabin, Branch Manager of the Elmwood Office in Holyoke; Kristen Pueschel, Loan Officer; Brady Chianciola, Regional Manager; Pat Hennessey, Branch Manager of South Hadley; and Cynthia Dennis, Risk Management.*

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