



FOR IMMEDIATE RELEASE
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Bankers Teach the Importance of Saving On National Teach Children To Save Day

Bismarck, ND, April 29, 2008 – Today’s teens are active consumers, spending \$180 billion annually. But are they saving in addition to spending? To enlighten our youth on the importance of savings, U.S. Bank bankers, along with Mayor John Warford and ND Department of Financial Institutions Commissioner Tim Karsky, will teach a savings lesson to students at Miller Elementary School in Bismarck in honor of the 12th annual National Teach Children to Save Day.

Organized by the American Bankers Association Education Foundation (ABAEF) and supported by the North Dakota Bankers Association (NDBA), the 12th annual National Teach Children to Save Day is a day when thousands of bankers visit schools across the country to demonstrate the importance of financial education. Since the Foundation launched the Teach Children to Save Day program in 1997, more than 45,000 banker volunteers have reached nearly 2.3 million students with savings lessons.

“Bankers have a history of community service, but financial education is a perfect fit between our skills and the needs of our community,” said Tim Hennessy, U.S. Bank president. “U.S. Bank has participated in this national event for six years now and finds it to be a rewarding experience for our youth and the bankers involved. We hope each savings lesson will be an investment in a child’s future, inspiring life-long savings habits.”

Teach Children to Save presentations incorporate games and activities into lessons on saving money and how interest makes money grow. Students will have an opportunity to apply the concepts through hands-on activities, including budgeting for ice cream sundaes.

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About NDBA

The North Dakota Bankers Association represents 90 banks with over 300 facilities in North Dakota. The association offers services to banks in the areas of government relations, education, communications, insurance and bank products.