



# Texas Bankers Association

## Media Release

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### **Austin Bank receives LiFE Award**

AUSTIN, May 2, 2008 – The Texas Bankers Foundation, the philanthropic arm of the Texas Bankers Association, presented a Leaders in Financial Education (LiFE) Award to Austin Bank for its “Teach Children to Save” campaign conducted in October 2007. The financial literacy program focused on the importance of saving and money-management skills. The LiFE Award was accepted by Jeff Austin III, vice chairman of the board of Austin Bank, at the Texas Bankers Association’s 124<sup>th</sup> Annual Convention and Exposition in San Diego, Calif.

Public and private elementary schools in all communities served by Austin Bank’s 23 East Texas locations were invited to participate in the “Teach Children to Save” program. More than 1,000 classrooms received program materials and 95 Austin Bank employees visited 71 schools and made presentations to students in kindergarten to third grade. A packet, distributed by the staff of each Austin Bank location, included instructional resources for teachers and students using the theme “Learning about Money Can be Fun.” Austin Bank donated a children’s book to each classroom.

Students were also invited to color a picture for a chance to win a \$50 savings bond. The savings-themed coloring sheets were collected by bank employees and judged by each office in November. One child from each grade level at each elementary school won a savings bond. Bank employees selected 202 winners from the 13,145 coloring sheets returned to the bank. The student’s art work was displayed in each bank location.

Representing all Texas banking institutions, the Texas Bankers Association brings together community and regional banks and branches, bank holding companies, thrifts and trust companies. Serving Texas bankers since 1885, TBA is the largest and oldest state bankers association in the nation and can be found on the Web at [www.texasbankers.com](http://www.texasbankers.com)