

PRESS RELEASE

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“TEACH CHILDREN TO \$AVE”

Austin Bank Donates Children’s Books to Marshall Public Library



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Looking to educate and inspire children to become savvy savers, Austin Bank has launched its financial literacy program, Teach Children to \$ave, by donating an assortment of children’s books to Marshall Public Library.

The children’s books are part of an Austin Bank educational program provided to area public libraries; in addition to 69 public and private elementary schools in East Texas. The children’s literature explores money management issues and the decisions that they may face such as savings, wants, needs and setting priorities.

Children’s books donated to the Marshall Pubic Library are:

Round and Round the Money Goes by Melvin and Gilda Berger

Money, Money Honey Bunny by Marilyn Sadler

Sluggers’ Car Wash by Stuart J. Murphy

Bunny Money by Rosemary Wells

These book donations kick off this year’s educational adventure, Teach Children to \$ave. Sponsored by Austin Bank, this program encompasses a special financial lesson for second grade students and their teachers and parents.

“Working with these libraries and elementary schools, Austin Bank wants to promote the importance of financial literacy in these changing economic times,” said Jeff Austin, III, Vice Chairman of the Board. “Our staff is committed to helping our future customers become wise savers. We hope to accomplish this by giving our local libraries, schools and teachers educational support that explains, as well as, teaches an important financial lesson.”

Elementary schools in all communities served by Austin Bank’s 28 locations were invited to participate in “Teach Children to \$ave”. Teaching tools and materials were distributed to the 299 classrooms for use by some 6,000 second graders.

The Teach Children to \$ave program includes:

- ✓ A lesson plan for teachers with accompanying worksheet for the students titled, “Pick a Pet – Making Smart Choices.” (in English and Spanish)
- ✓ A bank-sponsored coloring contest for second grade students. Austin Bank will award a \$50 savings bond to one student from each participating school. The winners’ colored drawings will be displayed in bank lobbies beginning November.
- ✓ A book donation to the school library - Sluggars’ Car Wash by Stuart J. Murphy.
- ✓ A letter for parents (in English and Spanish) offering money management tips for children.
- ✓ A \$10 coupon that will allow a participating child to open a Young Savers (savings account) with a \$10 gift from Austin Bank.
- ✓ A Certificate of Participation for each student.

This is the third year Austin Bank has provided a financial literacy program to area elementary schools. In 2007, the bank offered a program to four grade levels (Kindergarten through third grade students). In 2008, a program was provided to about 7,300 Kindergarten students of East Texas.

“This year, the bank chose to work with an older group of students who can read and have basic math skills. Many children develop early spending patterns long before they develop saving habits,” said Austin. “Through our Teach Children to \$ave lesson we hope to show children the difference between wants and needs and how priorities can influence spending. Lessons learned that will help build a generation of saving consumers.”

“We want to thank the schools and libraries for participating in the Teach Children to \$ave program. This program is a vital part of our community outreach program which aims to both serve and educate our children,” said Austin. “Austin Bank is proud to take an active role in the financial education of the youth of East Texas.”

Austin Bank’s Teach Children to \$ave program is affiliated with the American Banker’s Association Million Child Challenge – a program that aims to reach one million children through a financial education lesson.

Austin Bank, a community bank with headquarters in Jacksonville, Texas, has in excess of \$1 billion in assets with 28 offices in nine counties throughout East Texas. More information about Austin Bank can be found on the bank’s website at www.austinbank.com.