



NEWS RELEASE

For Immediate Release – April 22, 2013

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April 23rd proclaimed Teach Children to Save Day in Oklahoma

OKLAHOMA CITY — Community banks in Oklahoma are partnering with area schools and youth groups to celebrate the 17th National Teach Children to Save Day with savings education. Gov. Mary Fallin issued a proclamation for April 23, 2013, to be Oklahoma Teach Children to Save Day.

Bankers will visit with local youths to explore topics such as the difference between needs and wants, how to budget and the benefit of saving money. Other banks have invited classes and groups in their communities to tour their bank.

“This program gives Oklahoma bankers the opportunity to use their life experiences and banking knowledge to motivate students to become lifelong savers,” said Roger Beverage, Oklahoma Bankers Association (OBA) president and CEO. “Learning how to save at a young age can lead to financial success in later stages of their lives.”

Oklahoma community banks in partnership with the OBA offer the following tips for parents to raise money-smart kids:

- **Set the example** of a responsible money manager by paying bills on time, being a conscientious spender and an active saver. Children tend to emulate their parent’s personal finance habits;
- **Talk openly about money with your kids.** Communicate your values and experiences with money. Encourage them to ask you questions and be prepared to answer them – even the tough ones;
- **Explain the difference between needs and wants,** the value of saving and budgeting and the consequences of not doing so;

- **Open a savings account** for your children and take them with you to make deposits so they can learn how to be hands-on in their money management;
- **Let friends and family know** about your child's savings goal. They'll be more likely to give cash for special occasions, which means more trips to the bank.

The OBA conducts more than 70 educational programs and seminars each year, which reach more than 5,000 bankers across the state. The Association represents approximately 230 banks across the state and serves as the primary advocate for the banking industry. It's also heavily involved in fraud training and prevention as well as legal and compliance services and communications for its member banks.

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