

FOR IMMEDIATE RELEASE

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**Reading Co-operative Bank Employees Help Local Children Learn Financial ABC's on National
Teach Children to Save Day**



Reading, MA - Employees of Reading Co-operative Bank gave a savings lesson to 60 local preschoolers at the Little Treasure School House as well as 75 first graders and 66 second graders at Joshua Eaton Elementary School and 22 students at Reading Memorial High School as part of the American Bankers Association Education Foundation's Teach Children to Save Program.

Reading Co-operative Bank employees joined thousands of bankers across the country who traded in their balance sheets for blackboards to help fill the need for financial education.

"On a day to day basis our team of banking professionals is focused on providing effective money management solutions to our clients, so it's a natural fit for them to be involved in financial education efforts as well," said Pat Leone, Vice President of Branch Administration at Reading Co-operative Bank.

The presentation included activities about the concept of saving, how interest makes money grow, how to budget and determining needs vs. wants. Since the American Bankers Association Education Foundation's National Teach Children to Save Day began in 1997, thousands of bankers have taught money skills to more than one million children.

Reading Co-operative Bank offered the following tips to help parents make every day "Savings Day."

- Help kids open up their own bank savings account and make deposits regularly. Many banks have children's accounts that have no fee or minimum-balance requirements.
- Make going to the bank fun! Kids often receive stickers or lollipops when they make a deposit.
- Kids love to get mail, so encourage them to keep an eye out for their monthly statement.
- Talk to your child about the family budget. Include a discussion on wants and needs. Reinforce this by budgeting for a family outing or purchase.
- While children know that money doesn't grow on trees, they make think it comes out of a wall. Show them how an ATM machine works and explain that to take money out of the bank you must first put it in.
- Give your kids positive feedback. As they get older, give them responsibility over how they spend their money.

Reading Co-operative Bank is a community bank, founded in 1886 on the principle that profit and growth go hand in hand with responsible banking and service to the community. Bauer Financial, Inc. has honored them with the Five-Star Award for Excellence for the 73rd quarter running. Bank representatives can be reached at 781.942.5000, readingcoop.com or by visiting one of their locations in Reading, North Reading, Wilmington, or Woburn.

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