

## **MEDIA ADVISORY**

### **OMNIAMERICAN BANK TEACHING LOCAL STUDENTS THE VALUE OF MONEY**

*Program part of national Teach Children to Save Day 2009*

**WHAT:** For the third consecutive year, Rocky Raccoon and volunteers from OmniAmerican Bank will visit with over 600 students from a Fort Worth elementary school to celebrate Teach Children to Save Day 2009. This year, Rocky is joined by his new friend, Penny, who will help students in PreK-2<sup>nd</sup> grade learn to identify the value of coins and demonstrate how savings and interest can help their money grow. Students in 3<sup>rd</sup> – 5<sup>th</sup> grade will learn from the *Needs and Wants* presentation what money can and cannot buy, as well as, the difference between items they need and want.

Teach Children to Save Day 2009 is an opportunity for banking professionals to teach students the value of responsible spending and saving. OmniAmerican Bank is the only Fort Worth financial institution participating in this year's event.

**WHO:** Rocky Raccoon and volunteers from OmniAmerican Bank.

PreK-5<sup>th</sup> grade students, faculty and administrators at Luella Merrett Elementary.

**WHEN/** **Friday, May 22, 2009**  
**WHERE:** **9:30 – 10:45 a.m.**  
**Luella Merrett Elementary**  
**7325 Kermit**  
**Fort Worth, TX 76116**

#### **PHOTOS/**

**INTERVIEW:** Rocky Raccoon and OmniAmerican Bank volunteers interacting with students.

#### **ABOUT NATIONAL TEACH CHILDREN TO SAVE DAY:**

The American Bankers Association Educational Foundation established Teach Children to Save Day to spotlight the importance of teaching our nation's youth about saving money. Each spring since 1997, bankers make presentations to students in grades K-12 about budgeting, saving, recognizing the difference between needs and wants and how interest makes money grow. In 2009, the American Bankers Association Education Foundation set a goal to reach one-million young people with this message.

Since its inception, over 60,000 bankers have provided nearly 3 million students across the nation with money skills they will use throughout their lifetime.

#### **ABOUT OMNIAMERICAN BANK:**

OmniAmerican Bank is headquartered in Fort Worth, Texas and operates 16 full-service branches in the Dallas/Fort Worth Metroplex. The bank offers a full array of consumer products and services plus business/commercial services, mortgages and retirement planning. Founded over 50 years ago, OmniAmerican has grown to manage assets over \$1 billion, providing the highest level of personal service. Electronic banking and additional information are available at [www.OmniAmerican.com](http://www.OmniAmerican.com).