



CONTACT: Roxanne DeMarco
 First Southwest Bank
 970-731-6952
 roxanne.demarco@fswb.com

FIRST SOUTHWEST BANK EMPLOYEES TEACH FINANCIAL LITERACY COURSE TO OVER 360 4TH GRADERS

ALAMOSA, COLO. (May 11, 2016) – First Southwest Bank partnered with 17 classrooms in eight schools, teaching over 360 fourth graders about the importance of developing savings goals, tracking money spent and money earned, and delayed gratification. Established by the American Bankers Association Foundation in 1997, Teach Children to Save Day and the Foundation’s other financial education initiatives have helped reached 8.2 million young people through the commitment of more than 245,000 banker volunteers.

“Familiarizing students with money management and savings fundamentals at an early age decreases their chances of falling prey to predatory lenders later,” said First Southwest Bank CEO Kent Curtis. “Teach Children to Save Day is an opportunity for our employees to teach financial literacy in our rural communities, and stress the importance of saving before students are faced with debt temptations.”

During the last week of April, sixteen First Southwest Bank employees visited the following elementary schools, spanning from Cortez to Saguache: Alamosa Elementary, Bill Metz Elementary, Kemper Elementary, Mountain Valley Elementary, Pagosa Elementary, Park Elementary, Sanford Elementary, and Sargent Elementary.

“It was amazing to see the varying levels of awareness students had with these concepts,” said First Southwest Bank President Jeni Jack-Goodwin. “During our lesson -- about twin brothers savings for a snowboard -- the kids were extremely engaged, the teachers were very receptive, and we have been asked to offer this annually and potentially expand to other grades. Teach Children to Save Day was a resounding success.”

First Southwest Bank has been serving the San Luis Valley and Southern Colorado for more than 100 years. With seven branches in the area, the bank offers personal and business banking with an emphasis on businesses supporting rural communities. First Southwest Bank is active in the communities it serves aiding more than 40 local organizations. More information about the bank is available at www.fswb.com.

###