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DOLLAR WI$E
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summer youth campaign

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NEWS RELEASE

FOR IMMEDIATE RELEASE
[Month, Date, Year]

CONTACT: Name (xxx) xxx-xxxx
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Mayor [mayor's name] announces financial education initiative for participants of summer youth jobs program

Young people employed through the City of **[city name]**'s youth jobs program this summer will receive education on how to wisely use and save their hard-earned money through a program announced today by Mayor **[mayor's full name]**. The program is part of the national Dollar Wi$e Summer Youth Campaign, sponsored by The United States Conference of Mayors.

"This summer we'll have youth in our city out of the classroom, working at jobs, and earning money. A good number of these young people will receive a paycheck for the first time in their lives," said Mayor **[mayor's name]**. "It is an ideal teachable moment. While they are getting job experience and learning life skills, let's also teach them how to manage their money and, more importantly, how to save their money."

The financial education component of the city's summer youth jobs program will focus on three core areas:

- Teaching youth about their paycheck.
- Establishing a savings goal.
- Introducing youth to the importance of using a bank account.

[The following three paragraphs should be edited as needed with pertinent information about the financial education component of your city's summer youth jobs program. You may also want to provide additional detail about the jobs program, such as how long it has existed, how it is structured, and the kinds of jobs where youth work.]

Youth will start receiving instruction from their first day on the job. Representatives from **[name of local financial institution]** *will be on hand to teach youth about their paycheck and to open checking and savings accounts for youth who don't currently have a bank account. Youth will also set an individual savings goal for the summer and sign a pledge stating their commitment to achieving that goal.*

[Optional program component] *Instruction will continue throughout the summer. Rising high-school juniors and seniors will meet once a week with an instructor at the community center. Each week's class will focus on a different aspect of personal finance, such as filing a tax return, using a credit card and building credit, or saving for college. Those who have already graduated from high school will follow an independent study through a Web-based course.*

At the end of the summer, each youth who successfully completes the program will receive free admission to the local amusement park. The high-school graduates will also receive $100 each for their college savings accounts.

[name of employee at financial institution], community affairs director at **[name of local financial institution]**, is excited about the possibilities presented by this new program. "We think the best time for people to begin developing wise financial habits is when they are young, when they first face the decision of what to do with their money," emphasized **[name of employee at financial institution]**. "Mayor **[mayor's name]** and the City of **[city's name]** are showing tremendous foresight by coupling summer youth employment with effective financial education."

[youth's name] is excited, too. **[He/she]** will be working this summer for **[youth's employer, with description]**. "Of course I'm looking forward to having my own spending money, but I also need to save up for college in a couple of years. And I need all the help I can get to do that!"