



Nebraska Bankers Teach the Importance of Saving *NBA Presents Awards to Top Banks*

LINCOLN, Neb. – June 1, 2010 – The recent economic crisis has many causes, including a lack of financial literacy. Our state and our nation face a new financial reality, which includes working with higher credit standards and making ends meet with less money available. While the future is uncertain, the men and women of the Nebraska banking industry are taking action today to help their friends and neighbors make a brighter tomorrow.

Across the state, Nebraska bankers in 60-plus banking locations participated in the American Bankers Association Education Foundation's 13th Annual Teach Children to Save program. Nationwide the program reached one million students with financial education lessons. Through participation annually in Teach Children to Save, bankers are helping the next generation and their families acquire important financial skills.

Banking is much more than the headlines make it. It's about people, communities, and relationships. Helping individuals and families grow and prosper is at the core of the banking relationship. It's an investment in our state and in our nation's future. If you would like to bring a financial education lesson to your school or community group this year, contact your local banker.

SAVINGS TIPS

While Teach Children to Save occurs in April, the Nebraska Bankers Association offers the following tips to help parents make every day "savings day."

- **Help kids open their own bank savings account and make deposits regularly.** Many banks have children's accounts that offer no fees and no minimum balance.
- **Make going to the bank fun!** Some banks have kids' clubs where members receive monthly newsletters or balloons whenever they make a deposit. If your bank doesn't offer this, be creative in your efforts and develop your own rewards for saving.
- **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.
- **Give your kids positive feedback.** As they grow older, give them greater responsibility with regard to how they spend and save their money.

AWARDS PRESENTED TO OUTSTANDING BANKS

The NBA congratulates the following institutions for outstanding participation throughout April during Teach Children to Save. The NBA will be presenting these banks with special awards for their efforts.

- Cornerstone Bank, York
- First State Bank, Gothenburg
- Fremont National Bank & Trust Co., Fremont
- Gothenburg State Bank & Trust Co., Gothenburg
- Pathway Bank, Ord
- Town & Country Bank, Ravenna
- Wells Fargo Bank, N.A., Omaha

PARTICIPATING NEBRASKA FINANCIAL INSTITUTIONS

The NBA thanks the following banks for participating in the National Teach Children to Save program:

- Adams Bank & Trust, Chappell
- Adams Bank & Trust, Imperial
- American Interstate Bank, Elkhorn
- Astra Bank, Sutton
- Boone County Bank, a division of Madison County Bank, Albion
- Bruning State Bank, Bruning
- Centennial Bank, Omaha
- Citizens Bank & Trust, Saint Paul
- Citizens State Bank, Leigh
- Cornerstone Bank, Albion
- Cornerstone Bank, Aurora
- Cornerstone Bank, Bartlett
- Cornerstone Bank, Columbus
- Cornerstone Bank, Grand Island
- Cornerstone Bank, Henderson
- Cornerstone Bank, McCool Junction
- Cornerstone Bank, Saint Edward
- Cornerstone Bank, Stromsburg
- Cornerstone Bank, Sutton
- Cornerstone Bank, Waco
- Cornerstone Bank, York
- F&M Bank, N.A., West Point
- Farmers & Merchants Bank, Milford
- Farmers & Merchants Bank, Milligan
- First Central Bank, Arapahoe
- First Central Bank McCook, McCook
- First National Bank, Albion
- First National Bank, Schuyler
- First National Bank of Ainsworth, Ainsworth
- First National Bank of Chadron, Chadron
- First National Bank of Sidney, Kimball
- First State Bank, Gothenburg
- Fremont National Bank & Trust Co., Fremont
- Gothenburg State Bank & Trust Co., Gothenburg
- Great Southern Bank, Fort Calhoun
- Great Western Bank, Omaha
- Henderson State Bank, York
- Homestead Bank, Cozad
- Homestead Bank, Lexington
- Homestead Bank, Saint Paul
- Jones National Bank & Trust Co., Milford
- Jones National Bank & Trust Co., Seward
- McCook National Bank, McCook
- NebraskaLand National Bank, North Platte
- Omaha State Bank, Omaha
- Pathway Bank, Grand Island
- Pathway Bank, Ord
- Pinnacle Bank, Grant
- Pinnacle Bank, Ogallala
- Pinnacle Bank, Shelby
- Platte Valley Bank, Scottsbluff
- Security National Bank, Hartington
- The Tilden Bank, Tilden
- Town & Country Bank, Kearney
- Town & Country Bank, Litchfield
- Town & Country Bank, Ravenna
- Washington County Bank, Blair
- Wells Fargo Bank, N.A., Alliance
- Wells Fargo Bank, N.A., Hastings
- Wells Fargo Bank, N.A., Kearney
- Wells Fargo Bank, N.A., Lincoln
- Wells Fargo Bank, N.A., McCook
- Wells Fargo Bank, N.A., Norfolk
- Wells Fargo Bank, N.A., Omaha

The Nebraska Bankers Association (www.nebankers.org), founded in 1890, is a statewide association representing 229 of Nebraska's 230 commercial banks, 13 of the 14 savings and loan institutions in the state, and one limited purpose charter. The association constantly monitors the banking scene, watchful for new ideas and approaches to help Nebraska's financial institutions respond to an ever-changing environment. The NBA strives to anticipate and respond quickly to events that impact its members and the more than 13,500 men and women who work in Nebraska's financial institutions. Priorities include legislative representation, education, industry promotion and public relations, cost-saving products and services, and an array of other services designed to meet the needs of Nebraska's financial services industry.

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