

Media Release



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FOR IMMEDIATE RELEASE:

To the Editor:

April 24th is National Teach Your Child to Save Day!

April 16, 2015: BauerFinancial, Inc., the nation's premier bank rating and research firm, would like to remind parents, teachers, guardians, mentors, and anyone else who has influence on children, that April 24, 2015 is National Teach Your Child to Save Day.

This event, sponsored by the American Bankers Association, has mobilized thousands of bankers the past several years. Each year, bankers go to classrooms across the country to help educate the nation's youth. But they can't be expected to do it all. Good savings habits start at home.

Does your child have a savings account yet? If not, take your child to your bank or credit union and show him or her around. Open a savings account and explain how the interest earned will make their money grow. Don't forget to review the account statements with the child when they arrive.

Many community banks and credit unions offer programs to help children become more financially literate. The fact is: financially capable children usually grow up to be financially secure adults.



These simple acts today will help produce more responsible consumers tomorrow.

Visit www.bauerfinancial.com for free star-ratings on all Federally-insured banks and credit unions.

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by emailing research@bauerfinancial.com.

Suggestions for Teaching Your Child to Save

- Make saving **fun**: bring your child to the bank to see how things work; you can even ask the manager to see the vault.
- By opening a savings account for your child, he or she will learn how compounding of interest adds up. You can **incentivize** that more by offering rewards for savings. Make a savings chart and when the goal is reached, a reward is given.
- If you are able to **match funds**, whether partially or dollar for dollar, it will help make your child's goals more attainable while still giving them the sense of accomplishment.
- Don't just take your child shopping with you, but discuss how much things cost. Put money in different envelopes or jars as a way to encourage **setting goals** and budgeting to meet those different goals.
- Teach your child how to **budget** his or her allowance. The American Bankers Association suggests teaching your child to put some money away for the long-term. They suggest: "Keep long-term savings in an investment fund; short-term savings in a bank; and spending money in a jar, piggy bank or wallet. You may also encourage children to save part of their spending money for charity."

For more information simply phone 1.800.388.6686, fax 1.800.230.9569 or email research@bauerfinancial.com.

For more information on bank star-ratings or the highest CD rates in the country, visit our website at www.bauerfinancial.com.

How do we know we can trust **BAUER's** ratings?

- A) **BAUERFINANCIAL** is completely independent and unbiased.
- B) No bank pays for its rating, nor can any bank elude it.
- C) We have over 30 years of experience in this business.
- D) Bauer's reputation is top notch.

Free star-ratings are available at www.bauerfinancial.com.

Star Rating Key:

5-Star = Superior

4-Star = Excellent

3½-Star = Good

3-Star = Adequate

2-Star = Problematic

1-Star = Troubled

Zero-Star = Our lowest rating

S.U. = Start up. Too new to rate