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NEWS RELEASE

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FORT DODGE STUDENT WINS 2ND PLACE IN MONEY SMART WEEK POSTER CONTEST

WEST DES MOINES, IOWA – Fourth-grade student Jessica Luna has won 2nd Prize in Community Bankers of Iowa’s (CBI) Money Smart Week Poster Contest. As the 2nd Place finalist, Jessica will receive a \$200 Certificate of Deposit. CBI has been hosting the Money Smart Week Poster Contest since 1999, as part of the Federal Reserve Bank of Chicago’s Money Smart Week events (held this year April 18-25).

To enter the Poster Contest, elementary students in 2nd through 6th grades submitted designs answering the question: “Why is it important to know about money?” The state-wide Poster Contest is sponsored at the local level by participating Iowa community banks, who submit the contest entries they receive to CBI for final judging. All poster submissions were evaluated based on overall message, creativity and workmanship. Jessica and the 1st and 3rd Place finalists beat out over 2,100 other poster entries received from schools all over Iowa. Jessica’s poster was submitted for judging by Northwest Bank in Fort Dodge.

“Jessica’s poster design did a great job of conveying sound financial concepts, which is impressive for a 10 year-old girl,” said CBI Communications Director Krissy Lee. “Her design included the elements ‘Spend, Save, Invest, Donate’, showing that she clearly has become more financially literate. Financial literacy for all Iowa students is CBI’s and Money Smart Week’s mission, and what we hope they gain by entering the Poster Contest.”

The Grand Prize winning student receives a \$500 Certificate of Deposit, and 2nd and 3rd Place students each receive a \$200 Certificate of Deposit. This is only the second year that 2nd and 3rd place prizes have been awarded. Jessica’s poster will be featured with the other contest winners in the June issue of CBI’s monthly newsletter *Community Banker Update* and weekly e-newsletter *CommonCENTS*, as well as on their website, www.cbiaonline.org.

For more information on Money Smart Week, visit www.moneysmartweek.org.

About CBI

The Community Bankers of Iowa exclusively promotes and defends the common interests of independently owned and locally controlled Iowa community banks whose services are vital to the preservation of economic diversity and rural America. More than 330 independent community banks are located in Iowa, representing more than 1,000 communities across the state and employing over 5,000 Iowans. CBI members have in excess of \$3.2 billion dollars in common sense loans to consumers, small businesses, and the agricultural community. For more information, visit www.cbiaonline.org.