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## NEWS RELEASE

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### **AFTON STUDENT GRAND PRIZE WINNER OF MONEY SMART WEEK POSTER CONTEST**

WEST DES MOINES, IOWA – Riley Long, a fourth-grader attending East Union Elementary, is getting a surprise on May 27. He is the Grand Prize Winner of Community Bankers of Iowa's (CBI) Money Smart Week Poster Contest. As the 1st place finalist, Riley will receive a \$500 Certificate of Deposit. Riley's poster was submitted for judging by First National Bank in Creston & Afton. Representatives from the bank will present the award to Riley during a presentation at his school.

As part of the Federal Reserve Bank of Chicago's Money Smart Week events (April 18-25, 2015), elementary students in 2nd through 6th grades submitted poster designs to community banks across Iowa. Posters answered the question: "Why is it important to know about money?" All poster submissions were evaluated based on overall message, creativity and workmanship. Riley and the 2nd and 3rd place finalists beat out over 2,100 other poster entries received from schools all over Iowa.

And in a cute little twist, Riley's brother Peyton, also in fourth grade at East Union Elementary, will be recognized with a certificate of Honorable Mention as well. The certificate is awarded to the student submitting the fourth-best poster in all of Iowa. CBI staff, who perform the poster judging each year, were unaware that they'd chosen members of the same family until they began to notify this year's winners. "None of us had any idea we'd chosen kids who turned out to be related, since we purposefully don't look at who submitted the posters while judging is under way," said CBI Communications Director Krissy Lee. "Riley and Peyton's parents, William and Sarah Long, should be commended for instilling in their children the educational spirit and financial literacy that the Money Smart Week Poster Contest intends."

CBI has been hosting the Money Smart Week Poster Contest since 1999. 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. The winning poster design will be also be featured 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](http://www.cbiaonline.org).

For more information on Money Smart Week, visit [www.moneysmartweek.org](http://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](http://www.cbiaonline.org).*