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First United Security Bank Donates Books to Promote Money Skills

THOMASVILLE, AL – As educators are challenged to teach with limited funding, the Bank has embarked on a new way to present money skills to students. This is primarily aimed at the lower elementary aged children who still love story time in the classroom. Bank employees will come to the school and read to the students during their regular reading time. They'll read a book selected by the teacher as well as a popular book about money from the Berentain Bears' First Time Book series. The book will then be donated to the class for future use. "I remember reading Berenstain Bears books to my three children, like the one titled 'Messy Room', and they always loved them," Mel Ann Sullivan, Director of Marketing & Communications/CRA Officer said. "We want to bring something of interest about money and its value to young learners that they will remember, and this is one way that we can do that."

The featured books are "Trouble with Money" and "Dollars and Sense" both by Stan and Jan Berenstain. In "Trouble with Money", to earn coins for the Astro Bear video game, Brother and Sister Bear find ways to work for money. How they find the middle ground between being spendthrifts and little misers makes for a funny, realistic story.

In "Dollars and Sense", Brother and Sister Bear know some things about money. They know that money can be used to buy things like baseball cards, ice cream, candy, and balloons. What they don't know is how to manage their allowances.

Then Mama comes up with a terrific idea to help them learn the value of money and how to save it -- a checkbook! A series of tear-out checks is included in the book so that kids can use them at home just like the cubs do in Bear Country. According to Marketing Officer Mary Kelly, educators can contact her at marys@firstusbank.com to schedule a classroom visit or make contact with any branch.

First United Security Bank's goal is that the next generation will learn more about the value of money early in life., and its staff looks for opportunities to meet this goal. For several years the bank's employees have regularly gone into the schools and community centers to speak about topics concerning financial education. Some of this curriculum includes the FDIC's "Money Smart", Cemark's "How to Do Your Banking" and "Saving with Mandy & Randy", and most recently, the American Financial Services Association Education Foundation's "Money Skill".

FUSB sees the importance of starting financial education at a young age. "By learning good spending and savings habits at a young age, we believe children are more likely to become financially responsible adults", Marketing Officer Mary Kelly said.

Established in 1952, First United Security Bank serves its customers through its 19 offices in Brent, Butler, Calera, Centreville, Coffeenville, Columbiana, Fulton, Gilbertown, Grove Hill, Harpersville, Jackson, McCalla, Thomasville, Tuscaloosa and Woodstock. The Bank holds more than \$567 million in assets, is a member of the Federal Deposit Insurance Corporation and is an Equal Housing Lender. For more information, contact us at the Bank's website, www.firstusbank.com, blog address, <http://firstusbank-usbi.blogspot.com/>, or by mail to First United Security Bank, P.O. Box 249, Thomasville, AL 36784.

