

## **(School Name) Teaches Money Concepts Through Reading is an Investment**

(SCHOOL NAME) is one of 135 Vermont elementary schools participating in the Reading is an Investment program. The statewide program promotes the importance of reading and teaching children about personal finances. This is the sixth year of the program that was developed by the Vermont State Treasurer's Office and is distributed to participating schools free-of-charge.

(INSERT QUOTE FROM SCHOOL REPRESENTATIVE)

The educational focus for the 2015-2016 program is "Money Business!" The featured books are: *Lots and Lots of Coins* by Margarete Reid; *It All Started With a Turtle* by Lisa Holthouse; and *Twenty-two Cents* by Paula Yoo.

"The schools that share this program with their students are demonstrating their commitment to financial literacy," said State Treasurer Beth Pearce. "This year, students have the opportunity to learn about the value of money, how we buy and sell things, and how a bank works. I appreciate the time and effort participating schools put into teaching and promoting lessons about finances."

The Reading is an Investment program takes a two-pronged approach to promoting financial literacy — library instruction and personal reading. Each fall, participating elementary schools receive three new hardback books. Lessons and activities are included with the books to teach money concepts. At the same time, students are encouraged to participate in a personal financial literacy reading program. School librarians receive a recommended money reading list that highlights books that focus on basic financial concepts. Students who read at least three books from the list and complete personal reading requirements can send a completed reading log to the Treasurer's office for entry in a statewide drawing for one of twenty \$250 accounts in the Vermont Higher Education Investment Plan — Vermont's official 529 college savings plan. Last year, more than 5,600 students completed reading logs and entered the drawing for the college savings accounts.

The Vermont program is underwritten by contributions to the Financial Literacy Trust Fund. The fund was created by the State Legislature in 2008 and authorizes the State Treasurer to receive money from a variety of sources to fund financial literacy programs. Major supporters of the program are the TD Bank Charitable Foundation, the Windham Foundation and Comcast. Vermont Higher Education Investment Plan prizes are provided by the Vermont Student Assistance Corporation.