



News Release

For Immediate Release

Fontenelle Elementary and First National Bank Partner to Open Second Educational Branch Bank

(OMAHA, NE. Sept. 28, 2010) – First National Bank of Omaha will open its second “educational branch bank” this year on Thursday, September 30, at 9:00 a.m. The branch, complete with teller windows and student tellers, is designed to improve students’ financial literacy while giving them practical experience with the benefits of saving, announced Vickie Johnson, vice president, Business and Branch Banking.

“First National Bank has an ongoing commitment to education and the community. It is never too early to learn the importance of saving and we are proud to partner with Fontenelle Elementary to teach such a valuable lesson,” said Johnson.

The educational branch bank is located in Fontenelle Elementary, 3905 N 52nd St, and the opening is the culmination of a six-month planning process involving school faculty, First National Bank of Omaha, and the University of Nebraska-Omaha (UNO) Center for Economic Education.

“We are excited to partner with First National Bank in opening an educational branch at our school. Our students will learn many valuable lessons about the importance of saving and planning for future monetary needs. The student tellers will practice real-life employment skills and gain valuable experience with money. We appreciate First National Bank and the University of Nebraska at Omaha for helping us meet our educational goals,” said Dr. Kathleen Peterson, Principal, Fontenelle Elementary.

The Fontenelle Elementary educational branch bank is designed to:

- Introduce the economic concept of saving early and reinforce this idea throughout the elementary curriculum;
- Demonstrate that saving should be part of a student’s personal finance plan for his or her future;
- Increase parental involvement through banking activity.

The student branch bank will be open once a week for savings deposits only. It will be staffed by a team of student tellers, with First National Bank of Omaha tellers serving as operational supervisors. The student tellers were selected by teachers at Fontenelle Elementary School, then interviewed and trained by First National Bank staff.

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Fontenelle Elementary is working closely with the UNO Center for Economic Education on targeted savings to compliment the educational bank branch. "We will be working with the school faculty to select lessons that enhance student's understanding of the basic concepts that help build a strong personal finance background for future success in life," said Mary Lynn Reiser, Associate Director, UNO Center for Economic Education.

Incentives will be provided to students for saving at \$25 increments. For every \$25 saved, they will be allowed to choose a prize from a prize bucket. At the end of each quarter, the grade that saves the most money will receive a popcorn party. All students must obtain parental permission to participate. Each year, new students will have the opportunity to be part of the sixth-grade student teller group. The bank will be closed over the summer months and reopen again in the fall. The students will maintain their accounts for the duration of their time at the school. Upon graduation, participating students will be able to open their own savings accounts with parent authorization or withdraw the money.

First National Bank opened its first educational branch bank in April at Underwood Hills Focus School, 9030 Western Avenue, and hopes to create opportunities for more education branch banks across the city next year.

About Fontenelle Elementary

Fontenelle Elementary School is part of Omaha Public Schools. They serve a diverse student population in grades pre-k through sixth grade where parents, teachers, students and the community work together to achieve excellence in education. Regular classroom instruction is supplemented with a variety of programs that support and enrich the core curriculum. Resources are available to students in reading, mathematics, and special education, as well as English as a Second Language, Gifted Education, and guidance and counseling programs. Friends of Fontenelle Falcons, and Adopt-A-School business partners provide support, as well as material and financial assistance. Fontenelle excels as a community of learners, where students discover and adults re-discover the joys of learning.

About First National Bank of Omaha

First National Bank of Omaha is a subsidiary of First National of Nebraska, the largest privately owned banking company in the United States. First National and its affiliates have \$17 billion in managed assets more than 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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