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First National Bank Partners with Elementary Schools in Three States for Teach Children to Save Day

(OMAHA, Neb. April 24, 2012) – First National Bank is going back to school to help students learn the value of saving. As part of national Teach Children to Save Day, First National Bank employees are bringing money management lessons to students at elementary schools in Iowa, Nebraska and Texas from April 24 to May 3. Employees will guide students through the basics of saving, spending and budgeting through fun and interactive presentations.

“It’s never too early to talk with kids about good saving and spending habits,” said Deborah Keating, Executive Director, First National Nebraska Community Development Corporation Bank. “The more financial wisdom we can give them now, the better prepared they will be to manage their money responsibly in the future.”

The Teach Children to Save program was developed by the American Bankers Association in 1997 to help students understand the importance of saving. Keating said First National Bank began partnering with local schools for the program in 2008 and expects to reach more than 1,000 students this year alone. To encourage these students to start saving, they will each receive \$5 to add to a new or existing minor savings account.

“First National Bank is committed to the financial education of our community and that includes our youngest members. The Teach Children to Save program is just one of the ways we reach out to students to help them become lifelong savers,” added Keating.

First National Bank is a division of First National Nebraska. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$17 billion in managed assets and nearly 5,000 employee associates.

Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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