

News Release

For Immediate Release

UNDERWOOD HILLS FOCUS SCHOOL AND FIRST NATIONAL BANK PARTNER TO OPEN EDUCATIONAL BRANCH BANK

(OMAHA, NE. Feb. 24, 2010) – First National Bank of Omaha will open its first “educational branch bank” on Wednesday, February 24, at 8:30 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, Retail Distribution.

The educational branch bank is located in Underwood Hills Focus School, 9030 Western Avenue, 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. The opening also coincides with [America Saves Week](#), February 21-28.

"This partnership with First National Bank will be a great way to teach our students financial literacy and reinforce our theme of leadership through technology and communication," said Bret Anderson, Principal, Underwood Hills Focus School

The Focus School 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 goal of this program is to provide our students the opportunities to not only learn about savings and how banks operate, but to also become savers themselves,” said Jean LaGrone, School Facilitator at Underwood Hills Focus School.

“Our partnership with Underwood Hills Focus School was a natural fit with our ongoing commitment to financial education and to the community. The importance of saving is a lesson that is never too early to learn,” said Johnson.

LaGrone said 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 Underwood Hills Focus School, then interviewed and trained by First National Bank staff.

Targeted savings lessons will be taught by teachers in grades 3-6 to prepare students for the bank opening and also reinforce the concept of savings as emphasized by the America Saves Campaign 2010 (<http://www.americasavesweek.org/about/2010.asp>).

Incentives will be provided as the students reach various savings goals based on the number of deposits made, not by the dollar amount saved. 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.

About The Underwood Hills Focus School

The Underwood Hills Focus School is a collaborative effort among the Elkhorn Public Schools, the Omaha Public Schools and the Westside Community Schools. The theme of the Focus School is *Leadership through Technology and Communication*. The school provides an extended day with unique enrichment activities and a year-round calendar for additional learning opportunities.

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 \$19 billion in managed assets and 6,000 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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