



FOR IMMEDIATE RELEASE:  
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## KATAHDIN TRUST JOINS ‘TEACH CHILDREN TO SAVE’ CAMPAIGN

*April 28 marks 20<sup>th</sup> anniversary for Teach Children to Save*

**Houlton, ME** – Katahdin Trust is partnering with schools in Northern and Central Maine to celebrate Teach Children to Save Day with savings education throughout the month of April. Many local students will explore lessons on the difference between needs and wants, learn how to identify expenses, trade-offs and ways to cut spending.

Established by the American Bankers Association Foundation in 1997, Teach Children to Save and the Foundation’s other financial education initiatives have helped reached 8.9 million young people through the commitment of more than 225,000 banker volunteers.

“Familiarizing students with financial education fundamentals at an early age puts them on a path to becoming smart money-managing adults,” said Krista Putnam, Vice President of Marketing for Katahdin Trust. “Teach Children to Save is a great opportunity for us to share our passion for financial education and improve our local community.”

Katahdin Trust employees are delighted to participate in conjunction with area teachers in helping children understand basic financial principles and the importance of a savings program, not just for today but for their futures.

Katahdin Trust offers the following tips for money-savvy parents raising money-smart kids:

- **Set the example** of a responsible money manager by paying bills on time, being a conscientious spender and an active saver. Children tend to emulate their parents' personal finance habits.
- **Talk openly about money with your kids.** Communicate your values and experiences with money. Encourage them to ask you questions, and be prepared to answer them – even the tough ones.
- **Explain the difference between needs and wants**, the value of saving and budgeting and the consequences of not doing so.
- **Open a savings account** for your children and take them with you to make deposits so they can learn how to be hands-on in their money management.
- **Let friends and family know** about your child’s savings goal. They will be more likely to give cash for special occasions, which means more trips to the bank.
- **Put the literacy in financial literacy.** Encourage your children to read books that cover various money concepts. Not only will they become strong readers, but they will be smart money managers, too.
- **Engage your community.** Many schools, banks and community organizations share your commitment to creating a money-savvy generation. Engage a coalition of support to provide youth with the education they need to succeed.

The ABA Foundation provides financial education initiatives and resources that help bankers make their communities better. The association's signature initiatives, Teach Children to Save, Get Smart About Credit and Safe Banking for Seniors bring bankers and students of all ages together to enhance financial education.

**About Katahdin Trust**

Katahdin Trust Company, established in 1918 with over \$754 million in assets, provides banking services to individuals and businesses from offices throughout Maine and online at [KatahdinTrust.com](http://KatahdinTrust.com). Katahdin Bankshares Corp., parent company of Katahdin Trust Company, stock is quoted on the OTC Markets quote board OTCQX under the symbol KTHN. Current stock information can be found at [otcm Markets.com/stock/KTHN/quote](http://otcm Markets.com/stock/KTHN/quote).

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