



A financial education initiative of The Support Center

Media Advisory | For Immediate Release

The Youth Financial Education Program (YFE) and Durham School Team Up To Improve Kids' Financial Education

(DURHAM, N.C.) -- Young people from across Durham will learn the value of a dollar and much more thanks to a new financial education initiative organized by The Support Center. A pep rally will kick off the program on Friday, Oct. 16 at Rogers-Herr Middle School. The Youth Financial Education (YFE) Program is designed to teach young people the fundamentals of personal money management in the classroom. In particular, the students in Rogers-Herr will engage in a savings challenge to develop sound savings practices. Representatives from the City of Durham will also present special honor at the pep rally.



WHO:

- o Kim Knox, director of marketing & youth financial education, The Support Center
- o Mayor Bill Bell, City of Durham
- o Drew Sawyers, principal of Rogers-Herr Middle School
- o Rogers-Herr's cheerleaders
- o Approximately 200 eighth graders from the school's elective classes and their teachers
- o Vince Shorb, founder of the National Youth Financial Educators Council and motivational speaker
- o Announcement of a new corporate sponsor

WHAT: Youth Financial Education Pep-Rally and Initiative Kick-Off

WHEN: Friday, Oct. 16 from 11 a.m. - 11:45 a.m.

WHERE:

Rogers-Herr Middle School is located at 911 W. Cornwallis Rd. in Durham. The pep rally will be held in the gym. Media will be required to check in at the front office. There will be someone available to direct media to the gym.

WHY:

Because learning to manage one's personal finances is a critical life skill that too many people start life without. The YFE Program, which has been active in North Carolina for six years, is leading efforts to provide young people with the tools, education and assistance needed to teach them how to make sound financial decisions now - with the hopes that this ability will follow them into adulthood.

VISUALS:

- o Approximately 200 students participating in an exciting demonstration with coins and savings jars
- o Colorful backdrops
- o Cheerleaders performing a routine
- o Motivational speaker leading demonstrations
- o Video

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