



PenFinancial making financial literacy fun for local students

*Sprowt.ca Financial Literacy workshops now being delivered
to students across Niagara*

For Immediate Release

NIAGARA

May 7th, 2012 Back in May 2011, when the Provincial government announced that Ontario students, from grades 4 to 12, will be taught the concepts of financial literacy in the classroom, the folks at PenFinancial Credit Union began developing a workshop that makes learning how to budget and manage credit, fun and interactive for students, while giving teachers the opportunity to call in the financial ‘experts’ to deliver the material.

The Sprowt.ca Financial Literacy workshop was developed with the assistance of students who work part time at the credit union. Workshop topics range from how to read a pay stub, to why it’s important to protect your credit, to creating a budget to save for college. The key to the success of the presentations is in the delivery – a group of young PenFinancial Credit Union staff members, including part time Brock and Niagara students, who bring energy and their own ‘life stories’ to the presentation, making the information much more credible and relatable.

“The beauty of this presentation is its simplicity”, explains Adam Rempel, part time Member Services Representative and Sprowt.ca Financial Literacy workshop presenter. “The information is easy to understand because it’s been written by students and we personalize it by giving examples of our own life experiences to help make it real.” Adam added.

The Sprowt.ca Financial Literacy presenters also bring along their Sprowt.ca ‘prize wheel’ giving students who ask questions, the opportunity to spin the wheel to win Sprowt.ca prizes like sweatshirts and usb bracelets.

The Sprowt.ca Financial Literacy workshops are offered by PenFinancial Credit Union in partnership with the Business Education Council of Niagara’s Speakers Bureau Program. Schools are invited to connect with Pauline Carroll, Program Co-ordinator, School Career Connections at 905-684-7200 ext 1712 to book a Sprowt.ca Financial Literacy presentation.

Upcoming Sprowt.ca Financial Literacy Presentations:

Tuesday, May 8th, 2012, 1pm

St. Francis Secondary School library

541 Lake Street, St. Catharines, ON

Grade 11/12 Co-op Class

Contact: Sonya Labrovic, Cooperative Education Teacher

Presented by: Adam Rempel, Member Services Representative and Sprowt Financial Literacy Program presenter, PenFinancial Credit Union

Wednesday, May 9th, 2012, 10:30am

YEAH Conference (Youth Empowering all Humans)

Bethany Community Church

1388 3rd Street Louth, St. Catharines, ON

120 Grade 7 girls from DSBN schools across the Niagara Region

Presented by: Lisa Alfarano, Financial Services Specialist and Sprowt Financial Literacy Program presenter, PenFinancial Credit Union

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PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 6 branches serving over 15,000 members, PenFinancial delivers a full range of financial services and advice tailored to meet every member's needs. Membership is open to anyone looking for a financial institution that provides superior service and reinvests in local communities to help build a stronger and more vibrant Niagara.

Sprowt.ca No Fee Student Banking was launched in 2010. Sprowt.ca is designed with Niagara students in mind – giving elementary, secondary and post secondary school students access to free banking services along with financial literacy tools wrapped up in a cheeky, online channel format at www.sprowt.ca