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NEWS RELEASE

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FOUNDERS BANK & TRUST EMPOWERS GRPS HIGH SCHOOL STUDENTS TO MAKE INFORMED FINANCIAL DECISIONS THROUGH INNOVATIVE WEB-BASED PROGRAM

Grand Rapids, MI (Thursday, June 12, 2014) – Founders Bank & Trust today announced a new initiative to bring financial literacy education to students in Ottawa Hills High School, Union High School, University Prep Academy, and Innovation Central High School by providing them with access to the EverFi™ Financial Literacy Platform. This web-based program, called the *Founders Bank & Trust Financial Scholars Program*, uses the latest in new media technologies – video, animations, 3VD gaming, avatars, and social networking – to bring complex financial concepts to life for today’s digital generation. Founders Bank & Trust is bringing the interactive financial management program to these high schools at no cost to the Grand Rapids Public School system.

“The program provides a high-quality business simulation, video game element that maintains students’ interests, while engaging them in learning valuable life-skills including financial literacy and financial responsibility. These opportunities provide students the ability to take control of their futures. It will benefit the students of GRPS and Grand Rapids as a whole, as they make sound financial decisions.” said Ron Gorman, Executive Director, High Schools and Alternative Education, Grand Rapids Public Schools.

The 10 unit course offers 6 hours of programming aimed at teaching, assessing and certifying students in a variety of financial topics including credit scores, insurance, credit cards, student loans, mortgages, taxes, stocks, savings, 401k s and other critical concepts that map to national financial literacy standards. The platform uniquely tracks the progress and score of every student and provides students who successfully complete the course with Certification in Financial Literacy, a valuable mark of distinction on college applications and resumes.

Bringing the EverFi™ Financial Literacy Platform into local high schools shows how Founders Bank & Trust is investing in the community and helping to engage students in their financial future. “We’re excited to offer this program to bring critical financial education to the area. We believe if we can better educate the students of today, then they will become the financially responsible citizens of tomorrow.” said Laurie Beard, President & CEO at Founders Bank & Trust.

About Founders Bank & Trust

Founders Bank & Trust, a truly local community bank, has four branch locations serving the Grand Rapids area. Founders Bank & Trust strives to be the bank of choice for all financial products and services.

About EverFi

EverFi is the leading education technology platform company to teach, assess, and certify students in critical skills including Financial Literacy, Student Loan Management, Digital Literacy, and Health and Wellness. The company enables students to learn using the latest technology, including rich media, gaming, high-definition video, and simulations. EverFi teams with major corporations and foundations to provide the programs at no cost to schools. To date, more than 3 million students have completed EverFi learning platforms. Learn more at www.everfi.com.

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