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FIRST NATIONAL BANK NOW OFFERS MONEYISLAND™
AN ONLINE WORLD THAT TEACHES KIDS INVALUABLE FINANCIAL LIFE LESSONS

McMinnville, TN. October 20, 2013 – First National Bank of McMinnville announces the availability of MoneyIsland, an educational and entertaining online world that helps tweens ages 8 to 14 in three key financial areas: Saving & Spending, Earning & Investing and Using Credit Wisely. Kids go on adventurous quests to exotic destinations, while becoming financial gurus along the way. Meanwhile, parents and teachers have access to an administrator tool where they can track progress and assist in the learning experience.

Financial literacy is at an all-time low in the United States, which means many children are not receiving the knowledge and skills needed for a successful future. Fortunately, the general public is becoming more aware of the problem. In fact, research shows that 91 percent of parents are interested in providing a better financial education for their kids.¹ But they need a solution that imparts the right lessons in a way they are not always able to provide. That's where First National Bank helps with MoneyIsland.

“As an active member of our community, a big part of our responsibility is helping at the local level, and educating kids about money-management is a great way to make an impact,” says President and Chief Operating Officer Pieter van Vuuren,. “Offering MoneyIsland helps parents and teachers address an important challenge for the children of our community and instill lifelong financial literacy lessons.”

MoneyIsland is a virtual world for kids that not only makes learning fun, but also tracks and encourages the development of their financial literacy. As they journey to fantastic destinations like the Eiffel Tower and Atlantis, they learn real-life principles of monetary responsibility. For added encouragement, rewards are built into the game and include t-shirts and certificates, to help youngsters stay motivated.

The MoneyIsland curriculum has already been successfully piloted by public schools in Iowa and Texas. There are lesson plans for every level of the learning experience, along with ongoing educational resources for teachers and parents. Created by master teachers to align with national standards, these lesson plans employ a hands-on approach that works in tandem with the online experience. In fact, the lesson plans are aligned with the national standards published by the Jump\$tart Coalition for Personal Financial Literacy.

“We are tremendously excited to have the ability to share MoneyIsland with McMinnville,” says van Vuuren. “We are fortunate to be able to make a difference in the financial education of our youth.”