

MEDIA ADVISORY / PHOTO OP

TO ALL ASSIGNMENT EDITORS/EDUCATION EDITORS

For immediate release

MONEY “SMARTS” FOR STUDENTS BANKING ON KNOWLEDGE GRANTS

TORONTO, Thursday, December 3rd – The time has come for students to learn how to manage their money now and in the future. Banking on Knowledge is an innovative new grant program which allows students to learn smart money skills in a new way. Classes will receive up to \$2,500 to make financial literacy real and relevant to their lives. Banking on Knowledge is a grassroots initiative that encourages teachers and students to bring their creative ideas forward for making often dry information creative and engaging.

This financial literacy initiative has been made possible through a generous \$300,000 donation by the Gray Hadden Family Foundation. With financial institutions creating more and more products targeted towards youth it is important students understand the perils and pitfalls of credit.

Today more than ever before our students are bombarded with credit card solicitation, pay day loan advertising, buy now pay later deals etc. “The TDSB is preparing students for the future and making informed financial decisions is a critical component of the education students require. The grant from the Gray Hadden Family Foundation will help us prepare our students” says Chris Spence, Director of Education.

“I’ve seen the devastation in the U.S. economy and I don’t want it to happen in Toronto, my home town “ says Glenn Hadden, President of Gray Hadden Family Foundation and partner in Goldman Sachs New York. “I am very excited to be providing resources to help students learn how to manage their money well”.

Students at York memorial will be receiving a cheque for \$300,000 on behalf of their peers and will be presenting their Banking on Knowledge ideas to Glenn Hadden.

Media is invited to attend the Banking on Knowledge launch:

Date: Thursday December 3rd, 2009
Time: 10:00 a.m. to 10:30 a.m.
Location: York Memorial Collegiate Institute
2690 Eglinton Avenue West
Library on the 2nd floor.

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